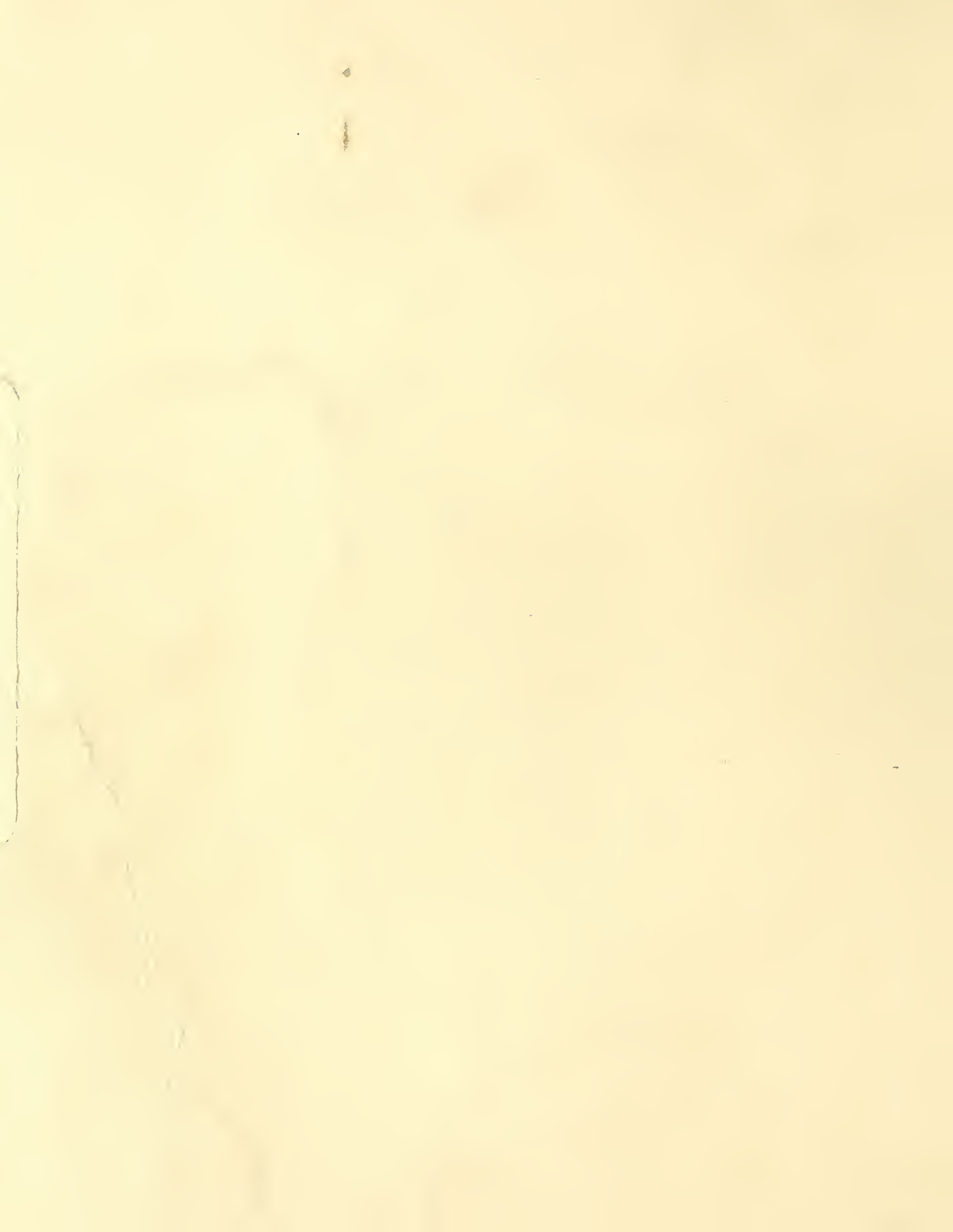


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NOVEMBER 1976

VEGETABLE Situation



THE VEGETABLE SITUATION

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Approved by
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and Summary released
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SUMMARY

Despite an indicated record large fall *potato* crop of 300 million cwt., a substantial expansion of exports to drought-stricken Europe will help bolster prices to growers. Usually, only 1 to 2 percent of the U.S. crop is exported, largely to Canada. Now, however, fresh, frozen, or dehydrated potatoes are being shipped to France, the United Kingdom, Holland, Belgium, Italy, and West Germany. Supplies are considered adequate for normal domestic needs, and for exports well above last year's 21 million cwt. level (raw equivalent). About 260 million cwt. could be utilized from the U.S. fall crop for domestic food and seed use.

Fresh market vegetable supplies this fall may be slightly larger than a year earlier, if yields hold near the historical average. Because untimely rains in California interfered with harvest activity in late September, grower and retail prices moved up sharply early in the fourth quarter. Grower prices will likely be near or slightly above a year earlier in the fourth quarter—but, for the entire year, the price index is expected to average about the same as the 173 (1967=100) of 1975. Retail prices should rise some in the fourth quarter with demand expected to remain strong through the rest of this year and into early 1977.

Raw tonnage of the seven major *processing vegetable* crops this year is expected to add up to the smallest harvest since 1972, totaling about a fifth less than a year ago. In addition to reduced acreages of both canning and freezing crops, adverse weather caused further cuts. There was too much rain for the important tomato harvest in California, but it was too dry for maximum yields of snap beans and sweet corn in parts of the Midwest.

Although pack data are far from complete at this time, with large carryover stocks of processed vegetables, the prospective supply of 10 important canned vegetables will likely be only moderately smaller than in 1975/76. Accordingly, supplies probably will be large enough to cover expected domestic disappearance during the 1976/77 marketing season at modestly increasing prices.

It appears that 1976 frozen vegetable packs will be materially smaller; stocks of frozen vegetables on October 1 were 9 percent below the large quan-

tity on hand the same date a year earlier. With fairly active trade movement expected, the carry-over at the end of 1976/77 probably will be smaller than in either of the two previous marketing seasons. Nevertheless, total supplies will be large enough to limit price advances except possibly for two or three items that may turn out on the short side.

Wholesale prices for canned vegetables had been steady at lower levels much of this year under the impact of large stocks. As prospects for less burdensome supplies developed, prices bottomed out late in the summer. Some moderate price strength has been developing as the new selling season gets

underway. An ERS wholesale canned vegetable index showed October prices at 166 (1967=100), 10 points higher than in early summer. Wholesale prices for frozen vegetables have firmed up, too, as the supply-demand situation moves toward a tighter balance.

With the *dry bean* crop only 2 percent larger than last year's small harvest, U.S. producers may expect some gradual price improvement. Supplies of white beans apparently are moderately larger than a year ago, but with reduced volume from Colorado and North Dakota, supplies of pinto beans—the leading colored class—are expected to be smaller this year.

RECENT DEVELOPMENTS AND OUTLOOK

FRESH VEGETABLES

Fresh market vegetable prices to growers this year have averaged moderately less than a year earlier, as both domestic output and Mexican imports have been relatively large since January 1. For the balance of the year, grower prices are expected to be firm and rise moderately above the closing months of last year. However, grower prices may still average less than in 1975.

Retail prices for fresh vegetables also showed little change quarter by quarter from a year earlier, but are expected to show some rise in the fourth quarter. However, this year retail prices caught up as grower prices declined from 1975 levels. Domestic demand for fresh vegetables in late 1976 and into 1977 is expected to expand with growing consumer buying power.

Fresh vegetable supplies¹

Supply	1975	1976
	1,000 cwt.	1,000 cwt.
U.S. winter production	33,715	34,327
U.S. spring production	53,324	58,090
U.S. spring onions	5,248	7,106
Total imports	11,888	14,006
Total six months supply	104,175	113,529
U.S. summer production	66,776	² 64,054
U.S. fall production	42,678	² 44,208
U.S. summer onions	14,118	16,611
Imports (July-Dec.)	2,995	N.A.
Annual supply	230,762	238,402

¹ Includes melons. ² Based on historical average yields.

N.A.—Not available.

Quarterly farm prices for fresh vegetables¹
1967=100

Year	1st.	2nd.	3rd.	4th.	Annual
1968	120	111	90	107	107
1969	108	108	94	131	110
1970	125	113	103	97	110
1971	125	129	106	143	126
1972	134	126	123	133	129
1973	160	143	145	126	156
1974	143	164	143	158	152
1975	168	183	165	174	173
1976	178	158	166		

¹ Excludes potatoes. ² Estimate.

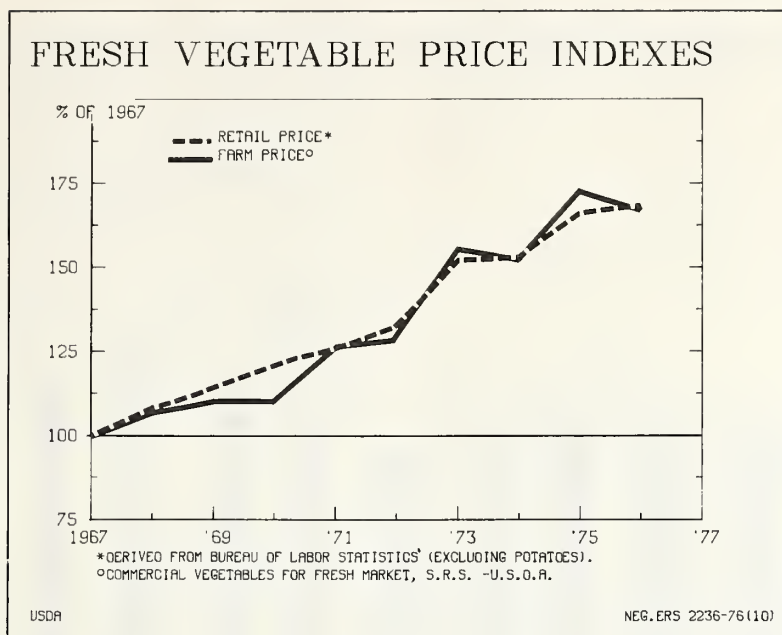
Quarterly retail prices for fresh vegetables¹
1967=100

Year	1st.	2nd.	3rd.	4th.	Annual
1968	114	113	99	106	108
1969	114	115	106	119	114
1970	130	131	111	111	121
1971	119	137	120	129	126
1972	137	134	128	133	133
1973	151	167	153	138	152
1974	150	160	152	151	153
1975	168	169	165	160	166
1976	170	168	165		

¹ Excludes potatoes.

USDA BLS derived

At this moment, it is difficult to assess the impact of the Mexican peso devaluation. However, the devaluation itself tends to reduce the cost of Mexican vegetables, which may give their industry some initial competitive advantage. However, in an effort to hold down their own domestic inflation, the Mexican government raised transport rates by



45 percent, and has imposed a 17-percent export tax on all foods.

After these measures were vigorously opposed by Mexican vegetable growers, their government agreed to modify the program by reducing the base price for setting the export duty. This should prevent the loss of valuable foreign exchange earnings for Mexico, and help to assure fresh winter salad vegetable supplies in the United States. This country depends on Mexican vegetables for part of its supplies during the first half of the year.

Fall Acreage and Supply Prospects

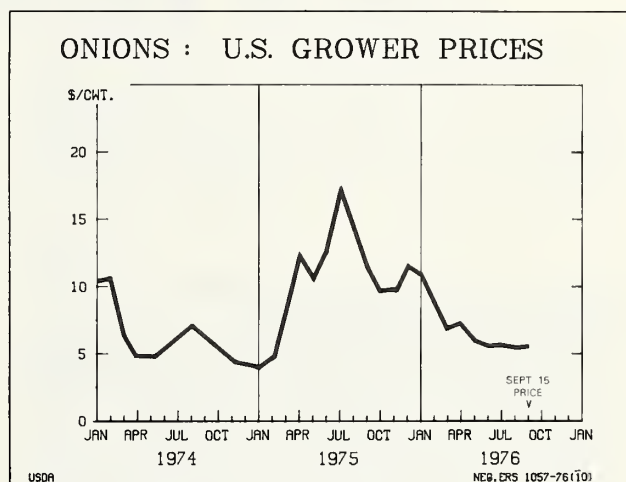
Fall vegetable acreage in the United States is about 1 percent more than the last quarter of 1975. Should yields turn out to be close to historical averages, the potential production of 14 vegetables would be about 3 percent larger than in 1975.

The largest acreage gains were for broccoli, cabbage, and carrots. Salad vegetables, tomatoes, peppers, and cucumbers showed either no change or small acreage decreases. In California and Arizona, both cantaloups and honeydews showed sizable acreage increases.

Prospects for Leading Items

Onions

Summer storage onion production is estimated at 16.9 million cwt., a 20-percent increase over last year. Prices in October were down 43 percent from a year ago and are expected to continue well below a year earlier. In most States, acreage for harvest

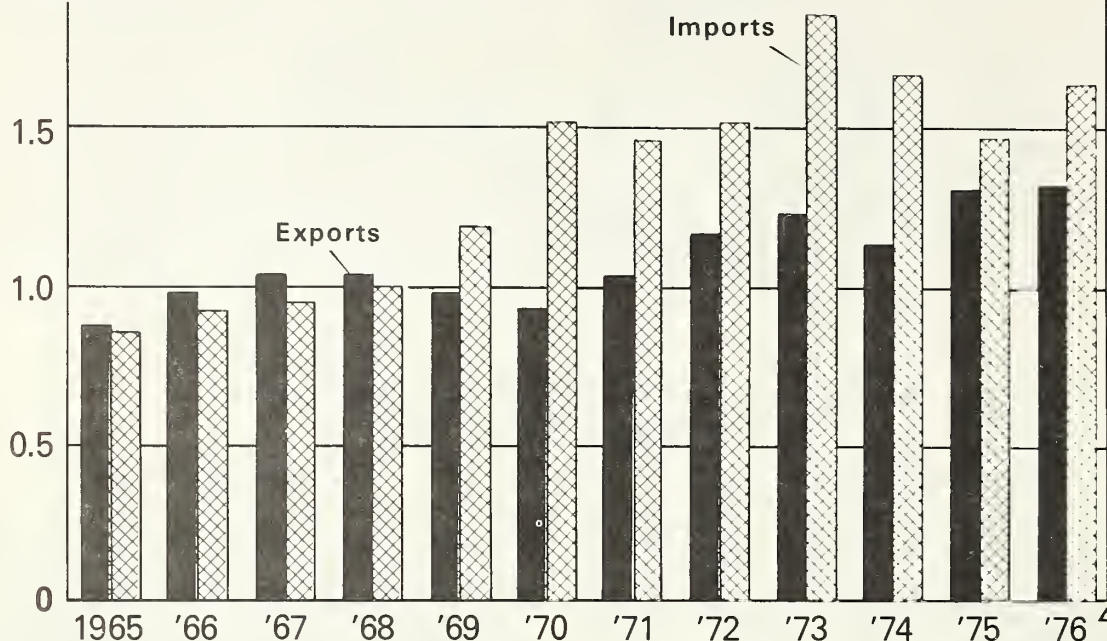


was equal to or above that of a year earlier. Only in Ohio was the acreage for harvest reduced. While Ohio's rather modest acreage was down 26 percent, Idaho and eastern Oregon acreage increased by 16 percent and the area seeded in Colorado increased 20 percent over the preceding year.

The yields in all the states, except Utah, were equal to or above 1975 yields. In some states, small-size onions make up a larger than normal proportion of the crop, and quality varies from good to excellent. Onion exports to Europe are expected to account for a significant volume this year. Usually only small quantities of onions move in that direction; but as with potatoes, the short

FRESH VEGETABLES-FOREIGN TRADE*

BIL. LBS.



* INCLUDES MELONS. Δ ESTIMATE.

USDA

NEG. ERS 317-76 (10)

crops on that continent have stimulated shipping activity from the United States.

Weekly onion shipments from mid-August to the end of September, as reported by the Agricultural Marketing Service, have been well ahead of those for a corresponding period a year earlier.

With lower prices in prospect for storage onions, Texas spring crop growers intend to plant 21,300 acres—15 percent less than in 1976. Seeding of the new crop was delayed due to intermittent rainfall in the lower Rio Grande Valley during August and September.

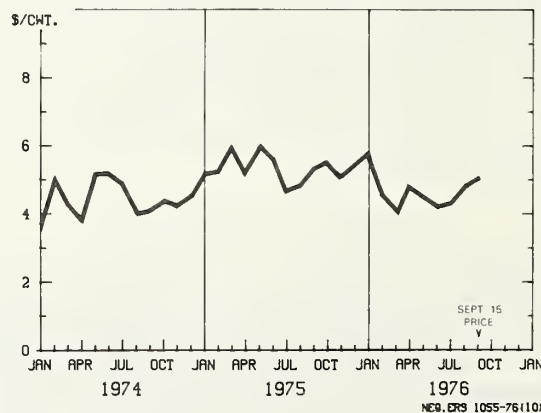
Cabbage

Cabbage acreage for fall harvest in the major producing States is at 28,800 acres—8 percent more than last year. Under average yield conditions, this would result in a 5-percent larger output and weak to lower prices for the rest of the year.

In New York, which usually supplies the largest fall volume, too much rain has reduced the potential yield and cabbage heads are smaller than usual. But there was little damage to Long Island

cabbage from Hurricane Belle. Some rain damage was reported in Pennsylvania and Texas. In Ohio, Michigan, and Wisconsin, drought was a factor in reducing cabbage yields.

CABBAGE : U.S. GROWER PRICES



USDA

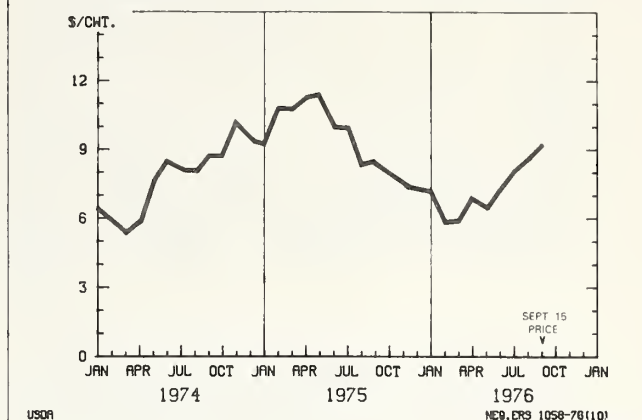
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Celery

Acreage in the four principal producing States was 9,240 acres—19 percent above that of a year earlier, with acreage increases in California, Florida, and Michigan. Based on average yields, a 22-percent larger crop than last year is possible. Prospects for an excellent harvest exist in all four of the States, California, Florida, Michigan, and New York.

Celery prices averaged well above those of a year earlier from January through May. Prices dropped below in June, and came back some in July. Since August, celery prices have moved generally downward; and with a large crop in prospect, lower prices are expected for the rest of the year.

CARROTS : U.S. GROWER PRICES



affecting yields in Wisconsin and Michigan. Rains in California desert areas have interrupted fall planting and some acreage had to be replanted. September rains caused additional carrot losses.

Sweet Corn

Most of the sweet corn available during the fall quarter comes from the Florida Everglades, where a 3-percent larger acreage is expected. The U.S. fall acreage is 1 percent less this year. With average yields, fall production of sweet corn will be about 12 percent over 1975.

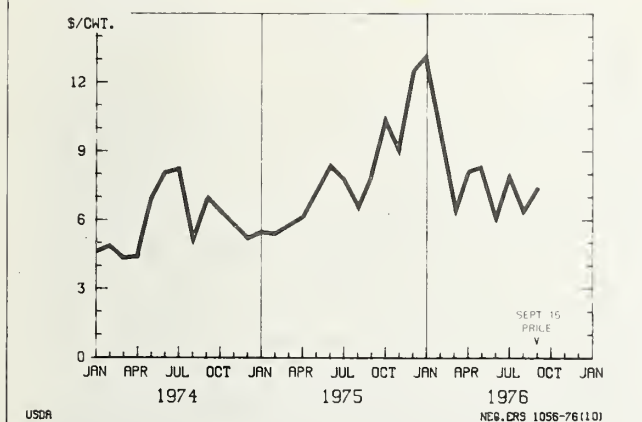
Lettuce

The U.S. 1976 fall acreage of lettuce will be about the same as last year—55,500 acres. Production based on average yields is estimated to be 12.5 million cwt., or 2 percent below the 1975 crop. There has been a reduction in acreage in California and Arizona, but an increase in acreage in Florida, New Jersey, New Mexico, and Texas. However, California and Arizona still account for over 80 percent of the fall acreage.

Heavy rains have made replanting necessary in parts of Arizona. Rains halted lettuce harvesting and shipping activity in the Salinas Valley for an extended period of time, causing some quality deterioration in the crop. The dwindling supplies in the distribution pipelines caused lettuce prices to skyrocket. Shipping point prices in the Salinas Valley rose from \$6.00 to more than \$10.00 a carton in early October. In New Jersey, even as the season began, lettuce prices were quoted as high as \$12.00 a carton.

Before the rains interrupted operations, lettuce prices were beginning to firm up. The very high prices brought on by interruption of the distribution pipelines are not expected to continue after

CELERY : U.S. GROWER PRICES



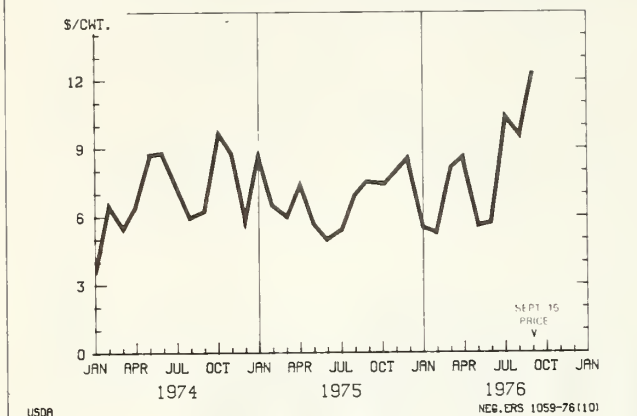
Carrots

Fall carrot acreage for harvest, at 20,650 acres in the major producing States, is 4 percent larger than a year earlier. Acreage increases occurred in California, Michigan, and Washington, and acreage decreases occurred in Oregon, Texas, and Wisconsin. While California had an overall increase in acreage, there was a decrease in desert acreage of carrots.

Based on average yields, carrot production could be 6.8 million cwt. or 11 percent above the 1975 fall production. Although prices for the first 8 months were considerably below those of the previous year, in September prices rose above a year earlier. With prospects for a larger carrot crop, prices may again weaken for the balance of the year. However, there are some indications that yields may be below average.

Wet weather throughout the growing season in New York has reduced yields, and drought is

LETTUCE : U.S. GROWER PRICES



harvesting and shipping is resumed. However, prices are expected to be on the high side for the rest of the season, since lettuce is expected to remain in light to moderate supply.

Tomatoes

U.S. fall tomato acreage decreased by 4 percent from a year earlier to 21,820 acres. California and Florida each have around 10,000 acres, with Alabama, Texas, and Indiana making up the rest. Based on average yields, the fall crop is expected to be about 10 percent smaller than last year.

Crop conditions in Florida are good to excellent. Rains in California caused some deterioration in quality. With a smaller crop in prospect, prices are expected to continue firm at levels above a year ago.

Before the rains interrupted operations in California during late September and early October, tomato

picking already was very active in the Central Coast and San Joaquin Valley. Most of the California volume will be from the South Coast regions.

Florida harvest is expected to begin in the Palmetto-Ruskin area by the end of October and continue throughout November in the Southwest and Ft. Pierce-Pompano area. Harvest in Dade County is expected to begin in December.

Melons

Larger supplies of cantaloups and honeydews may be expected this fall from the Imperial Valley of California and parts of Arizona through November. Fall acreage of cantaloups at 4,300 acres is up 48 percent from last season. Honeydew fall acreage at 1,100 is up 20 percent from 1975. With increased supplies over last year, prices should be lower.

PROCESSED VEGETABLES

This year processing vegetable growers cut acreage devoted to these crops because carryovers were large. In addition, unfavorable weather in many sections has been responsible for further reductions. Raw tonnage of seven major vegetable crops is expected to drop a fifth below a year earlier to about 9.7 million tons. This would be the smallest harvest since 1972. Acreage cuts applied to crops destined for both canning and freezing. Weather-induced cuts also affected California, the Upper Midwest, New York, and Oregon.

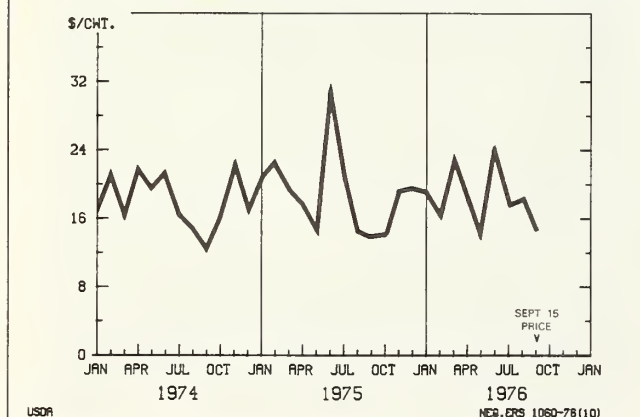
Although the data are far from complete at this time, with large carryover stocks of processed vegetables, prospective supplies of 10 important canned vegetables will be only moderately smaller than in 1975/76. Accordingly supplies probably will be large enough to cover expected disappearance during the 1976/77 marketing season at modestly increasing prices. The important concentrated tomato products are not included in these estimates, but canned tomatoes and tomato juice are two of the ten items counted.

Tomato production and packs in California will be cut sharply this year. Raw production in that State is currently estimated at more than 5 million tons, but 30 percent less than the record tonnage of a year earlier.

Stocks of frozen vegetables on October 1 were 9 percent below the large quantity on hand for the same date a year earlier.

It appears that 1976 packs of frozen items too will be materially smaller, and with fairly active trade movement expected, the carryover at the end of 1976/77 would probably be lower than either of the two previous marketing seasons. Nevertheless, total supplies will be large enough to limit price

TOMATOES : U.S. GROWER PRICES



Canned vegetable supplies and disappearance¹

Year	Pack and carryover	Disappearance
<i>Million cases 24/303's</i>		
1973/74	352	324
1974/75	359	308
1975/76	406	330
1976/77	² 380	---

¹ 10 items combined which account for roughly 50-55 percent of raw product tonnage. ² Projected-based on Sept./Oct. SRS raw tonnage estimates.

Frozen vegetable stocks, October 1

Commodity	1974	1975	1976
	<i>Mil. lbs.</i>	<i>Mil. lbs.</i>	<i>Mil. lbs.</i>
Lima beans	94.2	104.3	93.3
Snap beans	231.6	253.6	184.1
Sweet corn ¹	350.6	362.7	353.0
Green peas ²	318.0	358.9	376.0
Spinach	89.3	85.6	93.0
Broccoli	87.0	87.7	60.0
Carrots ²	74.0	72.9	52.1
All frozen (excluding potatoes)	1,674.4	1,740.7	1,588.8

¹ Sweet corn on-cob not converted to cut equivalent. ² Peas and carrots mixed not included.

advances except for possibly 2 or 3 items that may turn out on the short side.

Wholesale prices for canned vegetables had been steady at lower levels much of this year. As prospects for less burdensome supplies developed, prices bottomed out late in the summer, and some moderate price strength has been developing as the new selling season gets underway. An ERS wholesale canned vegetable index showed October prices at 166 (1967=100), ten points more than early this summer. Wholesale prices for frozen vegetables also have strengthened as the supply-demand situation moves into a tighter balance.

Prospects for Leading Items

Peas

With raw tonnage for canning and freezing estimated at 452,350 tons, packs are substantially smaller this season. The 1976 pack of canned peas at 31.9 million cases was 9 percent less than last year. September stocks of 32.6 million cases were 1 percent larger than a year earlier. Even with reduced canning activity, the total supply is expected to be more than adequate for expected

use. In contrast with other canned vegetables, wholesale prices remain steady to weak, reflecting currently generous supplies.

The pack of frozen peas is 329 million pounds, the smallest since 1960. Nonetheless, October 1 stocks of 376 million lbs. were liberal and certainly adequate for normal use. Prices are about the same as last year for both institutional and consumer sizes. After a summer of sluggish movement, activity picked up in September, and frozen pea prices are expected to advance moderately this season.

Canned green peas: Supply and disappearance

	1974/75	1975/76	1976/77
	<i>Mil. cases 24/303's</i>	<i>Mil. cases 24/303's</i>	<i>Mil. cases 24/303's</i>
Carryover	1.5	4.5	8.4
Pack	33.1	35.2	31.9
Total supply	34.6	39.7	40.3
Disappearance ...	30.1	31.3	

The USDA's purchase of 10,032,000 pounds thus far this season, plus an additional 13,163,000 pounds of frozen peas, has resulted in purchases larger than a year earlier.

Lima Beans

Lima bean tonnage for canning and freezing is 60,500 tons, 37 percent less than 1975. Harvested acreage is sharply less, but yields are the same as a year earlier.

Carryover stocks of frozen Fordhooks and baby limas were both larger than a year earlier. But, with the sharply reduced acreage coupled with rain-damaged fields in California and some loss due to a labor-management dispute in that State, all these factors worked to hold down supplies. Combined October 1 stocks of Fordhooks and baby limas were 93 million pounds, much in line with other recent seasons.

Supplies of canned limas will also be less this year, but the carryover of old pack was probably large enough to assure ample supplies for normal trade needs.

Beets

With tonnage of beets expected to be 26 percent less this year, down to 169,150 tons, a tighter supply is developing. Nevertheless, supplies are expected to be adequate enough to maintain the 12.6-million-case (24/303) average annual movement. Wholesale prices for beets have been holding steady.

Snap Beans

The September crop estimate for processed green beans was 517,250 tons, a 16-percent cut from last year and nearly a third less than 2 years ago. With a large carryover of canned green beans, substantially less acreage was contracted this season. The old pack carryover was again large, but with the pack reduced for the second consecutive year, the total supply in 1976/77 will be fairly close to the expected demand. Note the table showing a disappearance of 57 million cases in 1975/76. If the available supply turns out to be only 59 million cases, prices probably will rise further before buyers shift to peas, corn, or some other processed vegetable. Wholesale prices in all regions have moved up in recent weeks, although green bean prices had been especially low-priced through much of 1976.

Canned snap beans: Supply and disappearance

	1974/75	1975/76	1976/77
	<i>Mil. cases</i> 24/303's	<i>Mil. cases</i> 24/303's	<i>Mil. cases</i> 24/303's
Carryover	5.2	15.3	13.6
Pack	62.3	55.4	¹ 45.3-47.3
Total supply	67.5	70.7	¹ 58.9-60.9
Disappearance ...	52.2	57.1	

¹ As of Nov. 1.

With reduced tonnage of snap beans available for freezing and with October 1 stocks a relatively low 184 million pounds, wholesale prices have advanced for both consumer and institutional packs. Regular and french cuts are reported at \$5.25 per case (24, 9-ounce packages) with institutional bulk price firm at 33 cents per pound. These quotations are moderately above a year earlier but not at the record highs quoted in late 1974. In August, the USDA purchased 5,466,000 pounds for domestic food programs, less than a year earlier.

Sweet Corn

Processing volume of sweet corn estimated at 2 million tons is 14 percent smaller than 1975, as all the major producing states have cut acreage and are supplying less. Yields hold reasonably good in most areas, though Washington has had wet and cool growing conditions. Yields in Wisconsin have varied greatly due to differences in available moisture.

The large carryover of canned corn, coupled with a substantially reduced pack, will result in moderately smaller supplies this fall and winter. Nonetheless, quantities available will be larger than 2 years earlier, when early frost damaged the crop in the Midwest. If disappearance holds to the

Canned sweet corn: Supply and disappearance

	1974/75	1975/76	1976/77
	<i>Mil. cases</i> 24/303's	<i>Mil. cases</i> 24/303's	<i>Mil. cases</i> 24/303's
Carryover	3.9	5.1	9.7
Pack	46.4	57.5	¹ 48.7-50.7
Total supply	50.3	62.6	¹ 58.4-60.4
Disappearance ...	45.2	52.9	

¹ Estimate.

recent annual average of 52 million cases, corn supplies will be in good balance. Canned corn prices advanced moderately in September after having been steady most of the spring and summer.

A record large 126 million pounds of frozen corn was carried into the 1976/77 marketing season, and current stocks are relatively large, but not at record levels. Wholesale prices for October were about the same as a year earlier with the institutional pack at 28 cents a pound, and 24/10 oz. at \$4.25 per case. With a reduced 1976 pack, supplies are not considered burdensome, and generally steady to firm prices may be expected.

In September, the USDA purchased 15.7 million pounds of canned corn. This quantity was roughly equal to the total canned corn purchases made last season. In addition, 5.7 million pounds of frozen sweet corn were purchased the same month this year, compared with 9.2 million pounds bought in September 1975.

Tomatoes

A special early October survey by the SRS showed that California tomato tonnage was reduced by 14 percent to 5.1 million tons, down from an earlier forecast of 5.9. A July labor-management dispute which compressed deliveries plus untimely rains in August and September caused substantial quality and volume losses, and as a result total U.S. tomato tonnage is 6.4 million tons, about a fourth less than the record set a year earlier. Other principal tomato States—Ohio, Indiana, and New Jersey—reported generally good yields with increases in production over last year.

Canned tomatoes: Supply and disappearance

	1974/75	1975/76	1976/77
	<i>Mil. cases</i> 24/303's	<i>Mil. cases</i> 24/303's	<i>Mil. cases</i> 24/303's
Carryover	3.1	5.3	12.0
Pack	43.8	51.8	¹ 38.0-41.0
Total supply	46.9	57.1	¹ 50.0-53.0
Disappearance	41.6	45.1	

¹ Estimate.

With sharply reduced output, prices of nearly all processed tomato items have strengthened recently. For example, prices for California standard peeled tomatoes are reported firm at \$5.65 per case 24/303's, and fancy 26-percent paste recently advanced from \$8.25 to \$8.90 per case of 48 6 oz. cans. Firm to strong prices are expected to continue, since any imports from Mediterranean areas are likely to be relatively light and definitely expensive. Tomato juice prices might be the exception this season, since this item must compete to some extent with inexpensive citrus juices.

Supplies of canned (peeled) tomatoes are reported to be tightening despite the large carry-over of 1975 pack. This situation probably reflects the poorer quality of the raw product received by packers. That is, larger supplies of lower quality tomatoes were crushed for products. Pack totals will be available later in the year. Despite the curtailment of 1976 canning operations, supplies are expected to be large enough to cover trade needs. The labor-management dispute in late July resulted in losses which were less than the abandonment which resulted from adverse weather and restricted delivery schedules. However, some individual growers who had early harvest fields incurred heavy loss when they were unable to deliver their crop.

POTATOES

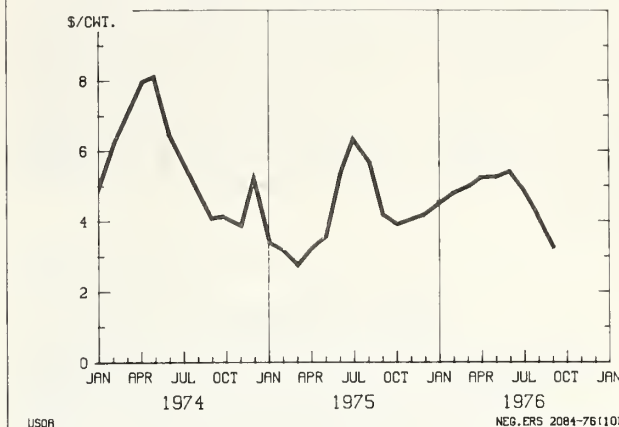
Each Year a Different Market

In the potato trade, observers often note that each marketing season poses its own peculiar set of problems. No two seasons are ever alike, despite the presence of short crops some years, and large crops in others. For example, the 1974 fall crop was record large for that time, but average prices early in the storage season, were not particularly low because a large portion of the crop was contracted to processors early in the year at prices which turned out to be relatively high. Currently, another record large fall crop is forecast as of October 1—300 million cwt., 9 percent more than last year. Grower prices have been weak during October and early November. This year, processors did not line up large supplies as early as in 1974, and this accounts for the different price pattern. The September SRS price for the U.S. was only \$3.24 per cwt. versus \$3.80 for the fourth quarter of 1975. But fresh market prices by themselves in 1974 and 1976 showed less difference.

Analyzing European Demand

Despite the prospect of a large crop, the need for potatoes in Europe may be great enough to prevent

POTATOES : U.S. GROWER PRICES



severely depressed prices for U.S. growers. With relaxed import restrictions now prevailing in several European countries, and with active inquiries daily, there seems a strong possibility that a substantial share of the excess fall output will move into export markets in the next 8 or 9 months as fresh potatoes or potato products. Usually only 1 or 2 percent of the U.S. potato output is exported and much of that goes to Canada as table or chip stock from Florida, North Carolina, Virginia, and Maine. There is also nominal trade elsewhere along the Canadian border. Export trade never had any real impact on domestic prices until the 1975/76 season when European drought stimulated our first substantial sales.

In the 1976/77 season, with the large crop to be marketed, exports up to 30 million cwt. (fresh and processed combined on a fresh weight basis) would likely strengthen prices to a point still below last year's level. Historical observations of supply-price relationships for potatoes show that for each 1 percent change in supply there is a price response of at least 3 percent in the opposite direction. In the fourth quarter of 1975, the U.S. average price was \$3.80 per cwt. With exports no larger than last year's record, the 9-percent larger crop this year would suggest a price of about \$2.80. However, the price impact of export activity is being felt at the present time, as the average price for October was reported at \$2.98 per cwt.

Trade observers have estimated the shortfall of Western European production to be in the neighborhood of 60 million cwt. But rising prices would modify the demand from Western Europe. At this juncture it is not possible to determine whether the full amount of the shortfall will be made up with foreign purchases, nor is it possible to assess of how much tonnage will be purchased from the

United States, Canada, Egypt, and possibly one or two other suppliers. The United States will probably be the leading single supplier. As of mid-October, the French Government has permitted one of its agencies to arrange to buy the equivalent of 4.4 million cwt. in this country. Scattered shipments have been made to other European and South American countries through the ports of Seaport, Maine; Kenosha, Wisconsin; Duluth, Minnesota; Albany, New York; and possibly a few others.

Crop year potato exports
(Fresh weight basis)

Year	Dehydrated	Fresh	Total	Percent of Total crop
	Mil. cwt.	Mil. cwt.	Mil. cwt.	Mil. cwt.
1973/74	2.3	5.6	7.9	3%
1974/75	1.7	3.6	5.3	2%
1975/76	10.0	10.0	20.0	6%

Not all of the potatoes shipped to Western Europe will be table stock. If last season is taken as a guide, perhaps half the volume exported (fresh weight basis) would be in processed forms—flakes, granules, or frozen fries. In fact, the United Kingdom has not indicated whether it might change its restrictions against North American table stock. Last season, they purchased large quantities of dehydrated potatoes to make up their supply deficit. With even smaller output this year,

the United Kingdom is expected to make substantially heavier purchases from us.

The Fall Crop is Heaviest in the West

The U.S. crop production of 300 million cwt. is 9 percent larger than in 1975, and 4 percent larger than the previous record set in 1974. The increase is the result of larger acreage; yields were slightly lower than last year, 262 cwt. versus 264 in 1975.

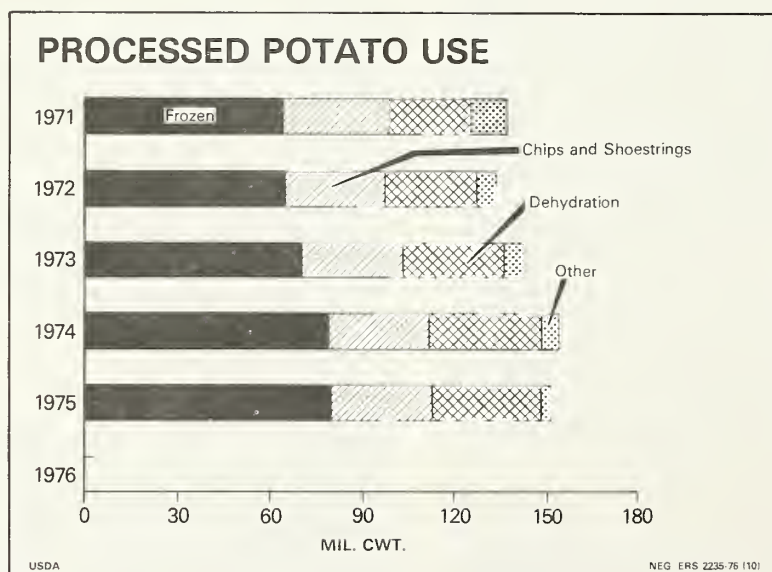
In the eight Eastern fall States, production is 6 percent above a year earlier, at 51.3 million cwt., an increase less than the U.S. average. Yields were very good in this region, although heavy rain and flooding in Aroostook County, Maine, did result in some acreage loss.

In the eight Central States, the production gain of 4 percent is also less than the national average. Production is forecast at 56.2 million cwt. In this region, dry weather cut yields below the previous two seasons. The dry weather, however, did encourage early harvest activity throughout the region.

In the West, production of 192 million cwt. is 11 percent above 1975 and 18 percent more than 1974. These data suggest the strong westward shift in production continues. In Idaho, harvest was off to an early start in September, with quality and condition reported better than a year ago. Oregon had good September growing weather but high temperatures in Washington delayed harvest activity in that State.

Price and Supply Implications

With most of the gain in output centered in the West, this area may be a major source of shipments to Europe. If so, processed products probably



will account for the lion's share of export activity from this region. This does not rule out the prospect of volume fresh movement from the West, but the East and Midwest have a freight cost advantage. Substantial early shipping has already taken place from eastern and midwestern ports as indicated earlier.

Since less of the gain in the crop is in areas where round potatoes are important, and since export of round potatoes is quite active, it follows that grower prices in the East and Midwest would be expected to show strength first as the storage season progressed. Price gains in the West will come when processors start purchasing additional raw product.

Potato prices this fall and winter could have been disastrous to growers, had it not been for the drought-induced export activity. Because of past performances, there is the concern by some that growers may regard this temporary outlet as permanent, and overproduce the *fall crop* for 1977. At the present time, domestic needs of fall crop potatoes are expected to total close to 260 million cwt. for food and seed use combined. (When the three other seasons are added, total food and seed use may reach 305-310 million cwt.) After European outlets have tried and used American processed potato products, they may be in the market for more in subsequent years. But the demand for American potato products after 1976/77 may be as much a political decision as it is economic.

Winter Acreage Off 8 Percent

Growers in Florida and California intend to plant moderately less acreage for harvest in the winter quarter of 1977. This reflects their concern about generous supplies of storage stock which would be competing in the marketplace. Winter quarter tonnage which is usually small contributes about 1 percent to the annual output of potatoes in the United States.

SWEETPOTATOES

The final production forecast for the 1976 sweet-potato crop of 13.8 million cwt. is 2 percent more than a year earlier. The acreage harvested was slightly larger this season and dry weather in several producing areas held yield prospects equal to a year earlier. As usual, North Carolina and Louisiana dominate the picture as they are providing 54 percent of annual output. The remaining States of Texas, Georgia, Virginia, Mississippi, Maryland, and Alabama, reported smaller crops. Dry weather delayed harvesting activity for a while in September. Although fresh market outlets were being adequately supplied during the late

Pack of canned sweetpotatoes

Season	Million cases 24/303's
1968/69	10.8
1969/70	12.5
1970/71	9.8
1971/72	10.1
1972/73	9.5
1973/74	11.4
1974/75	12.8
1975/76	7.6

summer and early fall, canning activity was slow getting underway.

A moderate increase in sweetpotato canning is expected this season. In 1975, canners sharply cut their pack to 7.6 million cases to alleviate a burdensome supply situation. With July 1 carryover stocks of 2.7 million cases considered ample, trade allowances are being offered for a new pack. Nonetheless, the 1976 pack should at least moderately exceed the small 1975 figure in order to supply annual disappearance of 9 to 9.5 million cases 24/303's, allowing for a nominal carryover. Canning activity is expected to extend through November in North Carolina and Louisiana. Carolina canners are paying growers \$1.25 per 50 pounds delivered, the same as a year earlier.

With slightly larger supplies on hand, f.o.b. prices for fresh market stock are substantially lower than a year earlier. Mid-October quotations for Louisiana Centennials U.S. No. 1 uncured were \$5.38 for 50-pound cartons against \$6.55 a year earlier. Uncured Jewels, same grade, from North Carolina points were mostly \$4.75 against \$5.50 to \$6.00 a year earlier. Prices are expected to increase slowly as the storage season progresses, though holding lower than corresponding months a year earlier.

MUSHROOMS

A Big Year—1975/76

U.S. mushroom production in 1975/76 moved ahead again to 310 million pounds, 4 percent more than a year earlier. Pennsylvania, the leading State produced about the same quantity as a year earlier (179 million pounds) so the share contributed by that State slipped to 58 percent of the U.S. total. The average yield of 2.7 pounds per square foot was equal to the previous season.

Fresh market sales volume of mushrooms gained 13 percent, causing short supplies and high raw product prices for domestic processors. This prompted the canning industry to seek government aid in checking the flow of less costly canned imports. Domestic processor use declined 3 percent

Mushroom: Production, use, and value

Season	Output	Processing use	Fresh market use	Farm value
	Million pounds	Million pounds	Million pounds	Million dollars
1968/69	189	133	56	67.8
1969/70	194	132	62	72.7
1970/71	207	149	58	89.6
1971/72	231	165	66	106.9
1972/73	254	177	77	110.0
1973/74	279	177	102	123.4
1974/75	299	173	126	147.2
1975/76	310	168	142	191.1

to 168 million pounds. Processing prices paid to growers rose sharply to 53 cents per pound compared with 40.9 cents a year earlier. Prices paid to growers for fresh mushrooms rose to 71.9 cents per pound. These gains were recorded in the face of increased supplies, attesting to strong consumer demand for this specialty food product.

Imports of canned mushrooms rose moderately during 1975/76, reaching a total of 57 million pounds, an increase of 14 percent over the previous year. Domestic canners showed their concern by petitioning the President to use his office to seek a reduction of supplies reaching this country in the 1976/77 season. The recent visit to South Korea and Taiwan by his representatives secured an informal agreement that U.S. markets would be monitored so they would not be disrupted by excessive quantities of canned imports. Taiwan and South Korea account for about 95 percent of our canned imports.

Looking ahead to the 1976/77 marketing season, our attaches in Taiwan and South Korea expect

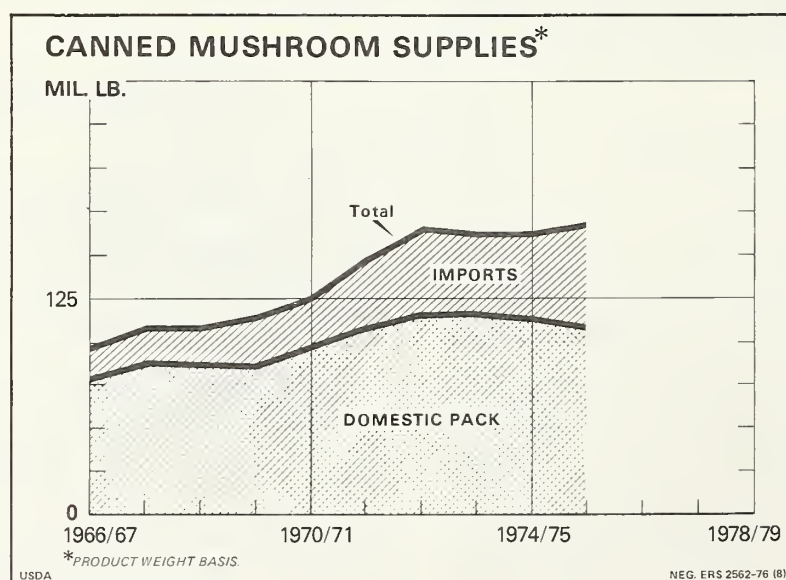
heavier production in both countries. South Korea expects 27 percent more tonnage to be produced from 14 percent more bed space. Taiwan too, expects to export more to worldwide markets. Last year they produced 51,000 metric tons (112,400,000 pounds). That is roughly one-third the size of annual output in this country. In 1976/77 the Taiwanese expect to raise their production by about 15 percent.

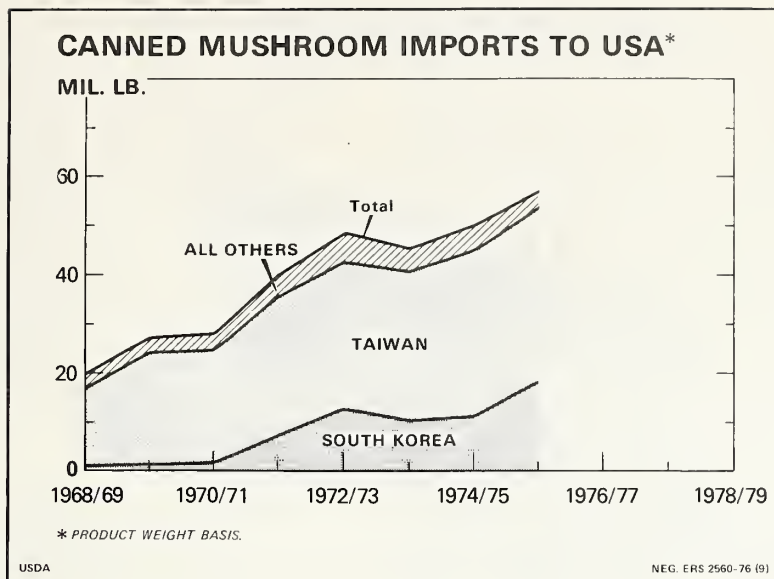
With increased import activity expected and with intentions to increase bedding space by 10 percent in this country, there is no question where prices are headed. It should be pointed out nonetheless, that rapidly rising and record high prices for all mushrooms have possibly limited domestic use to some extent. This will serve to stimulate production in late 1976. With continued improvement in economic activity in this country, the demand for fresh and canned mushrooms should be strong again this season.

A Longer Term Look at the Mushroom Industry

Since 1970, there have been substantial changes in the U.S. mushroom industry. Today, the industry is 50 percent larger and its structure is changing. Although the domestic processing industry has not fully shared in this growth, the fresh market has made a spectacular gain in the past 2 marketing years. Large agribusiness firms are either buying into the industry or are adding completely new production facilities as they branch out into an enterprise which is new to them.

Mushroom production today is no longer confined to the traditionally small- and medium-sized operations characteristic of Chester County, Pennsylvania. Large-scale operations are now making a

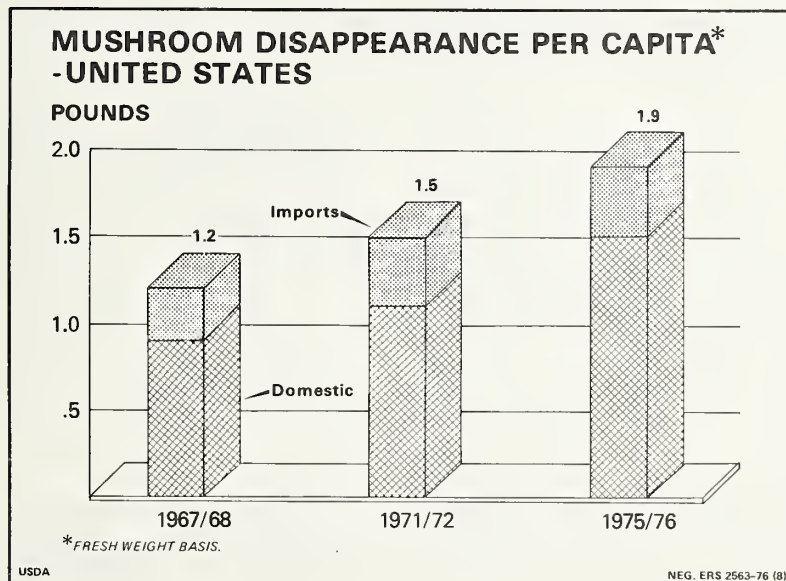


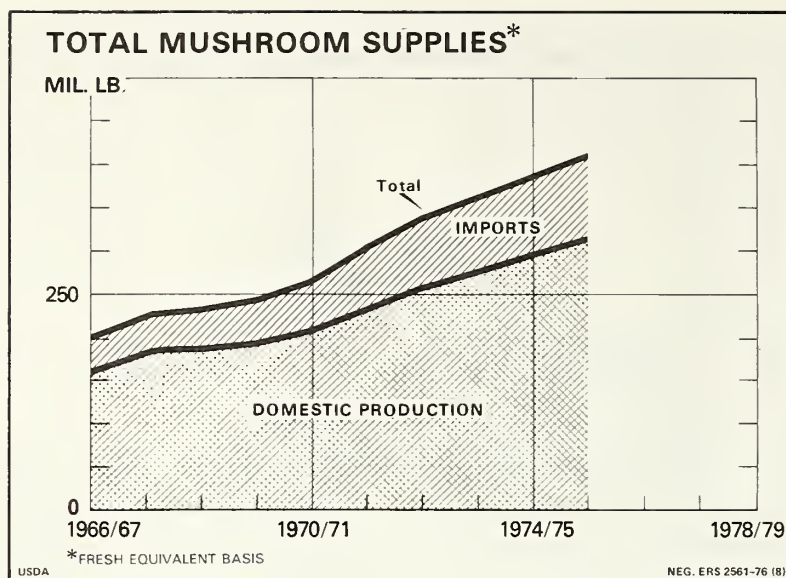


significant and increasing impact on U.S. output, with some individual operations capable of producing up to 11 million pounds annually. These large firms tend to concentrate on supplying larger and faster-growing metropolitan markets, those which are not as easily supplied by Pennsylvania and other northeastern producers. They, and operations like theirs, see further market growth for mushrooms. Organizations this size are able to compete with the traditional areas because they are locating in areas where the market potential is least fully developed. Furthermore, it is likely that these larger firms have better access to capital, than many smaller producers in southeastern Pennsylvania and adjoining areas.

Per capita use of mushrooms in the United States has grown steadily, moving from 1.2 pounds per person in 1967/68 to 1.9 pounds in the 1975/76 season, just finished. Both domestic and imported volumes have grown in importance. Earlier the domestic share of the total supply of mushrooms used was 80-85 percent, but since the domestic share has declined. The domestic industry is concerned, because their share of the market has slipped to the 75 to 77 range in more recent years. Even more disturbing, on a total-share-of-the-market basis, for fresh and processed combined, imports have grown moderately faster than domestic output.

Considering canned mushrooms only, canned





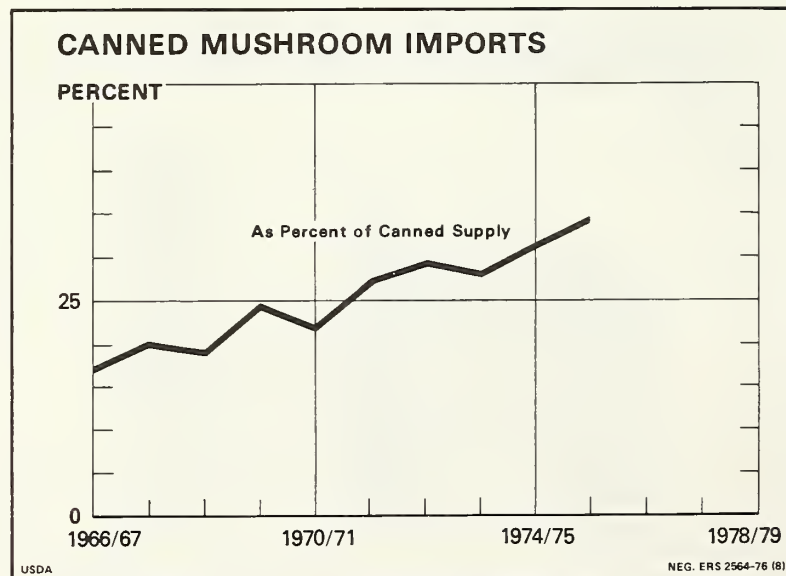
imports now account for about 35 percent of the canned supply available in the United States, against only 18 percent back in 1966/67. The sources of canned imports now tend to be more diverse, but Taiwan and South Korea are the major sources, with small additional quantities coming from Japan, France, and Ecuador, plus a few other Latin American nations.

Domestic fresh market mushroom output and use has shown a steady growth pattern except for the 1970/71 season. Growth since 1973 has been exceptionally favorable. Up until that time, fresh mushroom use accounted for only a third or less of the U.S. annual crop, but since then the share

going fresh has moved well into the 40 percent range—46 percent in 1975/76.

The most serious economic problems are now centered in the canning sector of the industry. Total annual canned use has only managed to hold barely steady in recent years while domestic production going for canning has slackened and processed imports have resumed their increase. So, the market picture for the U.S. mushroom industry is a mixed proposition—with the fresh market looking healthier at this time.

The market situation changes constantly—not too many years ago trade observers noted that the age of convenience was going to sweep past the



fresh sector of the vegetable industry—that processed fruits, vegetables, and mushrooms were the market wave of the future. The processed sector has not taken over in the fresh fruit and vegetable industry or in mushrooms either, nor is such a development likely in the next few years.

Looking beyond 1977, the trend toward using a large share of canned imports may be of increasing concern to growers and packers. If the strong demand for fresh mushrooms continues, the mushroom industry in the United States is not yet in a position to produce exclusively for fresh outlets alone. Demand projections for mushrooms, as often happens in rapidly expanding markets, have tended to understate actual developments.

DRY EDIBLE BEANS

A Few More Whites This Year

U.S. production estimates for this year declined during September. The crop is now calculated to be 17.5 million cwt.—only 8 percent more than last year.

In general, where white beans are important, a moderately larger output from a year earlier is expected. The opposite is true in States like Colorado and North Dakota where pintos are heavily planted. In Michigan, the largest producer, the navy bean crop again suffered weather damage this season. The crop there of 4.9 million bags is 9 percent larger than last year, but still well below the levels of most recent years. Nebraska, a state well-known for great northern, had an 8-percent increase this year. There is also a larger lima bean crop in California, but untimely rains caused some loss and staining of beans. In many States, yields turned out less than earlier expectations.

Recent Price Developments

The Statistical Reporting Service's (SRS) report on average prices received by growers, a composite of all major classes, shows a generally steady price decline through the 1975/76 season. In September 1976 prices averaged \$15.20 per cwt. down \$11 from a year earlier. Currently, prices received by growers are at the lowest level since 1972, a time when production costs were much lower.

Since last spring, dealer prices for Michigan navy beans have moved within the \$20-\$22 per cwt. range. Both export and domestic markets have been dull most of the time. Great northern have stayed within the \$16.50-\$18.50 range much of the same period.

Pinto bean prices (f.o.b. dealers platform Colorado points) moved downwards through the 1975/76 season reaching a low of \$13.25 per cwt. in late

August and September of this year. In recent weeks, the market has moved up moderately with quotes of late October roughly \$2 higher. Kidney beans have also shown moderate strengthening during August, and have held between \$23 and \$24 since then in California markets. In general, colored bean prices seem to be reflecting lighter 1976 production while white classes have yet to show as much strength.

Export activity in 1975/76 was the poorest in recent years, and was partly responsible for the declining prices of this season just past. Approximately 2.7 million cwt. moved in foreign trade against the record 5.1 million cwt. in the previous season. The bulk of the trading activity was with Europe, especially the United Kingdom, Netherlands, and West Germany. This past season, Mexico used only limited quantities of our pintos, and what activity there was in Latin America came from an Export Credit Sales Program deal to the Dominican Republic. The Japanese, who are usually substantial customers, bought much less from us this year, too.

With the second year of light supplies and the chance that export activity should improve from the very low levels of 1975/76, supplies are likely to tighten as the market season progresses. A steady to moderately stronger market may be expected for 1976/77.

DRY PEAS

Supplies of dry peas will tighten further this new marketing season as production of 2 million cwt. is the smallest since 1973, and a fourth less than 1975. Even though acreage was cut this year, yields of 1,669 pounds were well above a year earlier. Average prices received by growers as reported by SRS have moved steadily higher, moving from a low of \$7.63 per cwt. in May to \$12.30 in September.

Exports of dried peas in 1975/76 were 5.6 million cwt. compared to 5.8 a year earlier when supplies were very heavy. Lentil exports of .6 million cwt. were 5 percent larger in the later season mentioned. In brief, total exports of peas and lentils have been roughly even the past three shipping seasons—6.2 and 6.3 million cwt.

Early October prices from the leading trade association quoted cwt. prices of green peas at \$11.25 compared with \$7.45 a year earlier, yellows at \$11.55 versus \$7.50, and blacks at \$12.60 this year against \$10.00 in 1975. Lentil prices at \$16.45 compared with \$11.40 a year earlier.

As with beans, the prospect is for steady to stronger prices in view of relatively light supplies on which to draw.

Table 1—Harvested acreage and production of commercial vegetables for processing

Commodity	Harvested acreage			Production			
	1974	1975	For harvest 1976 ²	1974	1975	Indicated 1976 ²	1976 as percentage of 1975
	1,000 acres	1,000 acres	1,000 acres	1,000 tons	1,000 tons	1,000 tons	Percent
Beans, lima	73.7	76.9	48.2	89.4	96.1	60.5	63
Beans, snap	291.0	272.0	209.1	748.3	662.8	517.2	78
Beets	18.5	18.1	14.1	241.1	231.1	169.0	73
Corn, sweet	459.6	506.3	441.9	2,058.0	2,365.8	2,039.6	86
Peas, green	417.7	433.4	370.0	564.4	561.4	452.4	80
Spinach (winter and spring)	22.3	20.9	19.3	160.2	146.8	150.4	102
Tomatoes	337.7	384.2	313.7	7,019.8	8,503.4	7,184.0	84
Total with production ¹	1,620.5	1,711.8	1,416.3	10,881.2	12,567.4	10,573.2	84
Cabbage for Kraut	13.9	11.8	N.A.	281.4	239.3	211.2	88
Cucumbers for pickles	132.0	138.4	N.A.	597.0	674.2	N.A.	N.A.
Spinach (fall)	2.8	2.4	N.A.	14.2	12.4	N.A.	N.A.
Total-9 vegetables ¹	1,769.2	1,864.4	N.A.	11,773.8	13,493.4	N.A.	N.A.

¹ May not add to total due to rounding. n.a.—not available. ² Contract.

Vegetable Processing, SRS, USDA, issued monthly.

Table 2—Fall potatoes: Production by areas, United States

Year	8 Eastern States	8 Central States	8 ³ Western States	Fall total ¹
	Million cwt.	Million cwt.	Million cwt.	Million cwt.
1969	63	56	133	253
1970	65	57	146	268
1971	64	62	140	267
1972	51	55	142	249
1973	49	56	148	254
1974	60	65	163	289
1975	48	54	174	276
1976 ²	51	56	192	300

¹ May not add to total due to rounding. ² Indicated as of October 1. ³ Nine states beginning 1974.

Data from Crop Production, SRS, USDA, annual and monthly reports.

Table 3—Sweetpotatoes: Production by areas, United States

Area	1970	1971	1972	1973	1974	1975 ¹	1976 ²
	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>
Central Atlantic ³ . . .	1,515	1,447	1,298	1,535	1,509	1,521	1,413
Lower Atlantic ⁴ . . .	4,628	4,148	4,660	4,385	4,903	5,445	5,550
Central ⁵	6,610	5,496	5,741	5,686	6,403	5,579	5,250
California	656	627	754	928	1,106	1,022	1,102
Total	13,409	11,718	12,453	12,534	13,921	13,567	13,315

¹ Preliminary. ² Indicated. ³ New Jersey, Maryland and Virginia. ⁴ North Carolina, South Carolina, and Georgia. ⁵ Tennessee, Alabama, Mississippi, Arkansas, Louisiana, and Texas. Kansas, Oklahoma, and New Mexico discontinued beginning 1969.

Data from Crop Production, SRS, USDA, annual and monthly reports.

Table 4—Dry edible beans: Production by areas, United States¹

Year	Michigan	New York	Northwest ²	Southwest ³	California	Other	U.S. total ⁴
	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>
1970	6.1	.7	5.5	2.3	2.7		17.4
1971	5.6	.8	5.4	2.0	2.1		15.9
1972	7.1	.3	6.4	1.8	2.5		18.1
1973	5.3	.4	6.3	1.6	2.7	.1	16.4
1974	6.9	.5	7.1	1.7	4.0	.1	20.3
1975 ⁵	4.5	.5	7.4	2.0	2.6	.2	17.2
1976 ⁶	4.9	.4	7.7	1.9	3.2	.1	18.2

¹ Cleaned basis. ² Minnesota, North Dakota, Nebraska, Montana, Idaho, Wyoming, and Washington. ³ Kansas, Colorado, New Mexico, and Utah. Beginning 1973 New Mexico discontinued. ⁴ May not add to total due to rounding. ⁵ Preliminary. ⁶ Indicated.

Data from Crop Production, SRS, USDA, annual and monthly reports.

Table 5—Average retail price of specified fresh and canned items, by months, 1973 to date

Item and year	Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
FRESH												
Onions (pound)												
1974.....	20.0	25.5	25.3	21.4	19.5	20.6	20.2	21.7	20.6	19.7	18.2	17.0
1975.....	16.2	15.4	17.1	20.6	27.8	29.2	32.7	38.0	26.7	24.0	23.0	22.7
1976.....	25.2	25.3	23.2	24.1	25.5	24.2	23.0	23.3	21.7			
Cabbage (pound)												
1974.....	16.4	15.9	17.4	15.9	16.4	18.0	17.5	15.4	14.2	14.1	15.6	16.0
1975.....	16.9	17.2	17.2	17.2	16.9	19.2	17.2	15.0	15.5	15.7	16.0	16.0
1976.....	18.7	18.2	16.7	16.4	15.9	15.7	14.7	14.6	14.2			
Celery (pound)												
1974.....	21.6	21.5	21.6	21.1	23.7	25.6	28.4	25.3	22.9	24.4	26.7	24.1
1975.....	23.9	23.6	23.1	23.5	25.0	26.5	28.6	26.6	25.6	26.9	33.8	31.8
1976.....	39.1	36.6	31.0	27.2	30.5	30.0	29.3	29.1	26.4			
Lettuce (head)												
1974.....	32.7	32.5	37.4	35.0	49.2	51.5	49.5	39.4	41.8	42.7	51.8	43.9
1975.....	39.5	48.5	40.3	38.0	39.2	42.0	37.5	39.5	42.3	40.6	46.4	43.8
1976.....	43.7	39.2	38.2	40.7	44.9	40.7	41.7	57.0	53.9			
Tomatoes (pound)												
1974.....	56.5	61.3	58.7	47.7	63.2	63.8	58.9	45.3	44.7	44.2	53.0	60.8
1975.....	60.0	61.9	62.0	56.8	55.1	66.6	81.3	48.1	45.6	46.1	49.2	61.2
1976.....	60.5	54.2	57.4	66.2	60.3	52.6	62.2	46.4	47.4			
CANNED												
Peas (No. 303 can)												
1974.....	28.3	28.7	29.1	29.3	29.9	30.5	31.3	33.8	34.5	35.2	37.3	38.1
1975.....	38.7	39.2	39.3	39.4	39.4	39.2	39.7	39.2	39.2	39.2	38.7	38.8
1976.....	38.6	38.6	38.4	38.4	38.9	37.9	38.2	38.7	38.8			
Tomatoes (No. 303 can)												
1974.....	26.7	27.2	27.6	28.3	29.0	29.1	29.6	30.2	31.5	32.0	33.0	33.7
1975.....	34.3	34.6	34.9	35.3	35.4	35.4	35.5	35.5	35.5	35.6	35.6	35.9
1976.....	35.5	35.1	35.1	35.0	34.9	34.4	34.8	34.9	35.0			
POTATOES												
Tablestock (10 lbs.)												
1974.....	137.1	163.4	191.2	197.3	239.0	234.3	201.7	151.5	123.0	119.8	120.9	118.0
1975.....	112.7	111.1	104.2	100.3	112.0	135.0	199.3	178.7	136.5	142.5	141.9	138.9
1976.....	139.4	156.2	154.1	159.8	166.0	177.1	162.0	146.7	127.5			
Frozen French Fries (9 oz. pkg.)												
1974.....	18.4	18.6	19.1	20.1	21.2	21.6	22.7	24.4	25.0	25.2	25.6	25.4
1975.....	25.8	25.9	25.8	25.7	25.3	25.1	25.1	25.3	25.4	25.7	26.0	26.6
1976.....	27.0	27.2	26.9	27.4	27.4	27.5	27.4	27.7	27.8			
Inst. Mashed (7 oz. pkg.)												
1974.....	45.0	45.9	46.4	46.9	48.1	50.0	51.9	53.0	53.8	55.7	56.3	57.0
1975.....	55.8	55.9	55.7	56.2	55.9	55.9	55.7	55.7	55.3	55.2	55.4	55.3
1976.....	55.8	56.2	55.6	56.3	56.6	56.9	57.0	57.0	57.2			

Retail prices, Bureau of Labor Statistics,
U.S. Department of Labor.

Table 6—Vegetables and melons for fresh market: Commercial acreage and production of principal crops, selected seasons, 1974, 1975, and indicated 1976

Seasonal group and crop	Acreage for harvest				Production			
	1974	1975	1976		1974	1975	1976	
			Indi- cated	Percent- age of 1975			Indi ¹ cated	Percent- age of 1975
	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>Percent</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>Percent</i>
Winter	196.1	172.6	182.1	106	34.8	33.7	34.3	102
Spring	335.7	336.3	370.3	110	52.7	53.3	58.1	109
Summer	552.6	569.0	492.7	87	71.8	74.9	64.0	85
Fall: ²								
Beans, snap	14.3	16.9	15.3	90	.5	.7	.6	86
Broccoli ³	14.8	14.2	16.2	114	1.2	1.0	1.2	120
Cabbage ³	29.6	28.4	28.8	101	8.1	7.7	7.5	97
Cantaloups	3.1	2.9	4.3	148	.4	.3	.5	167
Carrots ³	23.9	22.8	20.6	90	8.1	7.0	6.8	97
Cauliflower ³	14.5	15.6	13.2	85	1.5	1.6	1.4	88
Celery ³	8.6	8.0	9.2	115	4.6	4.1	4.8	117
Corn, sweet	15.2	15.3	15.2	99	1.1	1.0	1.1	110
Cucumbers	13.7	14.4	14.0	97	1.4	1.3	1.3	100
Eggplant8	.8	.7	88	.1	.2	.1	50
Escarole	1.8	1.7	1.6	94	.2	.2	.2	100
Honeydew melons7	.9	1.1	122	.1	.2	.2	100
Lettuce	54.6	55.4	55.5	100	11.9	12.7	12.5	98
Peppers, green ³	11.1	12.3	12.2	99	1.7	1.5	1.5	100
Spinach	2.8	2.8	2.3	82	.1	.1	.1	100
Tomatoes	20.5	22.8	21.8	96	4.4	4.9	4.4	90
Total fall to date ⁴	229.8	235.2	232.2	99	45.5	44.4	44.2	100
Total acreage and production reported to date ⁴	1,314.2	1,313.0	1,277.3	97	204.8	206.2	200.7	97

¹Based on average yield per acre. ²October, November, and December. ³Includes fresh market and processing. ⁴May not add due to rounding.

Vegetables-Fresh Market, SRS, USDA, issued monthly.

Table 7—Vegetables, fresh: Representative prices (wholesale lots) at New York and Chicago for stock of generally good quality and condition (U.S. No. 1 when available), indicated periods 1975 and 1976

Market and commodity	State of origin	Unit	Tuesday			
			1975		1976	
			Sept. 16	Oct. 7	Sept. 14	Oct. 5
			<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
New York						
Beans, snap, green						
round green	New Jersey	Bu. bskt.	6.75	5.25	8.25	10.50
Broccoli	California	14's, crt.	7.25	5.00	8.25	8.50
Cabbage, domestic						
round type	New Jersey	Various crates	3.75	3.50	2.50	2.62
Cantaloups	California	Jumbo crt. 36's	---	14.00	---	19.00
Carrots, topped						
washed	California	48 1-lb. film bag, ctn.	8.50	7.00	8.75	10.00
Cauliflower	Long Island	Crt. 12's	7.00	6.00	6.00	7.50
Celery, Pascal	New York	2-3 doz.	6.75	6.50	---	6.00
Celery, Pascal	California	2-3 doz.	8.50	10.00	9.00	8.00
Cucumbers	Virginia	Bu. bskt.	6.75	7.25	---	6.00
Corn, sweet	New York	5 doz. crate	4.88	4.00	5.25	4.50
Lettuce, Iceberg	California	2-doz. cnt.	6.25	7.50	12.50	17.50
Onions, yellow Spanish						
large	Idaho—Oregon	50 lb. sack	9.75	7.75	7.75	4.15
Onions, yellow globe						
medium	New York	50 lb. sack	5.15	5.00	3.25	4.00
Spinach, savory	New Jersey	Bu. bskt.	6.00	5.75	---	5.75
Chicago						
Beans, snap, green						
round green	Illinois	Bu. hamper	8.00	8.25	6.25	7.50
Broccoli	California	14's crt.	7.00	6.25	7.25	6.88
Cabbage, domestic						
round type	Illinois	Various crates	2.85	2.85	2.50	2.38
Cantaloups	California	Jumbo crt., 36's	13.50	12.00	---	18.00
Cauliflower	California	Ctns., film wrpd., 12's	8.50	6.25	8.25	7.50
Celery, Pascal	Michigan	2-4 doz.	7.00	6.50	7.00	---
Cucumbers	Illinois	Bu. bskt.	7.25	---	10.00	---
Green Peppers	Illinois	Bu. bskt., lge.	4.00	---	6.25	---
Honeydews	California	Crts., 5-8's	4.00	3.75	6.50	4.25
Lettuce, Iceberg	California	2 doz. ctn.	5.75	6.25	11.25	13.25
Onions, yellow Spanish						
large	Idaho—Oregon	50 lb. sack	8.50	7.50	3.85	3.88
Onions, yellow globe						
medium	Midwestern	50 lb. sack	5.50	5.00	4.25	4.00
Spinach, flat type	Illinois	Bu. bskt.	---	5.25	4.00	---
Tomatoes, green, ripens						
and turning, med-lge.	California	2lyr. Lug	5.00	4.75	---	9.00

Weekly Summary of terminal Market Prices, AMS., USDA.

Market News Reports.

Table 8—Vegetables, commercial for fresh market: Index numbers (unadjusted) of prices received by farmers, as of 15th of the month, United States by months, 1961 to date¹

(1967=100)

Period	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Average
1961	74	74	76	95	83	90	81	65	65	65	76	74	76
1962	94	102	125	109	107	84	73	63	64	66	75	85	87
1963	102	95	82	83	78	88	85	65	62	70	91	94	83
1964	100	103	98	89	83	90	80	76	76	78	101	87	88
1965	78	83	97	107	127	103	84	77	78	87	89	87	91
1966	110	115	101	108	94	99	115	102	91	92	101	95	102
1967	100	94	96	110	104	128	109	84	80	88	101	104	100
1968	119	117	125	125	105	98	92	86	92	91	113	118	107
1969	104	109	113	110	118	97	97	94	90	111	151	130	110
1970	130	123	123	109	121	110	101	96	111	95	102	95	110
1971	111	116	149	135	126	127	119	101	99	121	172	138	126
1972	155	131	115	134	122	123	116	125	129	112	147	139	129
1973	155	154	170	200	190	190	179	131	125	122	127	129	156
1974	136	162	131	151	170	171	151	140	140	163	167	146	152
1975	169	169	166	177	169	204	178	157	159	159	174	189	173
1976 ²	191	163	179	177	140	157	170	161	176	202			

¹ All prices reported on f.o.b. basis. ² Preliminary.

Table 9—Canned vegetables: Commercial packs 1974 and 1975 and canners' and wholesale distributors' stocks 1975 and 1976 by commodities, United States

Commodity	Pack		Stocks					
	1974	1975	Canners			Wholesale distributors ¹		
			Date	1975	1976	Date	1975	1976
	<i>1,000 cases</i> <i>24/303's</i>			<i>1,000 cases</i> <i>24/303's</i>			<i>1,000 cases</i> <i>24/303's</i>	
Major commodities								
Beans, snap	62,319	55,390	July 1	15,325	13,567	July 1	4,134	3,789
Beets	14,819	13,394	July 1	4,049	5,062	July 1	987	1,119
Corn, sweet	46,431	57,458	July 1	5,139	9,717	July 1	3,624	4,002
Peas, green	33,120	35,172	June 1	4,541	8,380	June 1	2,745	2,919
Sauerkraut	15,198	12,890	Aug. 1	2,739	3,948	July 1	709	668
Total	171,887	174,304		31,793	39,774		12,199	12,497
Tomato items								
Tomatoes	43,794	51,830	July 1	5,318	12,019	July 1	4,036	4,201
Tomato juice	36,133	35,358	July 1	5,706	6,587	July 1	2,316	2,322
Total	79,927	87,188		11,024	18,606		6,352	6,523
Other commodities								
Asparagus	5,643	3,551	Mar. 1	2,401	1,146	Apr. 1	535	464
Beans, lima	2,523	3,729	Aug. 1	246	963	July 1	386	N.A.
Field peas	2,765	1,995						
Carrots	7,193	5,035	July 1	3,928	2,109	July 1	727	659
Okra ³	916	428						
Pickles	66,724	75,516						
Pimentos	396	613						
Pumpkin and squash ..	4,214	5,805	July 1	304	1,024	July 1	341	672
Potatoes	8,113	6,809						
Sweetpotatoes	12,767	7,641						
Spinach	10,834	8,328	Mar. 1	4,124	4,236	Apr. 1	743	685
Other greens	4,558	3,022						
Vegetables, mixed	9,727	N.A.						
Total comparable other items	136,245	122,472		11,003	9,478		2,732	2,480
Grand total comparable items ...	388,059	383,964		53,820	69,858		21,283	21,500

¹ Converted from actual cases to standard cases of 24 No. 303 cans. ² Includes combination vegetable juices containing at least 70 percent tomato juice. ³ Okra, okra and tomatoes, and okra, corn, and tomatoes. N.A.—not available.

Canners' stock and pack data from the National Canners' Association, pickles and sauerkraut pack SRS derived, sauerkraut stocks National Kraut Packers Assoc. derived, Wholesale distributors' stock from the Bureau of Census.

Table 10—Vegetable, frozen: United States commercial packs 1974 and 1975 cold storage holdings, September 1, 1976 with comparisons

	Packs		Cold storage holdings		
	1974	1975	September 1, 1974	September 1, 1975	September 1, 1976 ¹
	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>	<i>Million pounds</i>
Asparagus	16.2	18.4	18.5	16.8	17.2
Beans, lima:					
Fordhook	46.2	50.2	14.9	18.4	26.5
Baby	97.2	85.6	22.5	42.3	42.6
Total	143.4	135.8	37.4	60.7	69.1
Beans, snap:					
Regular cut	160.7	144.3	138.1	169.6	122.9
French cut	70.2	59.0	65.5	55.8	50.8
Wax	7.4	6.8	n.a.	n.a.	n.a.
Total	238.3	210.1	203.6	225.4	173.7
Broccoli	245.3	191.6	92.3	91.6	70.4
Brussels sprouts	53.7	54.4	19.1	19.4	17.8
Carrots	248.1	165.8	74.3	81.4	56.1
Cauliflower	93.8	76.1	36.9	41.6	32.4
Corn, cut	298.2	288.1	91.9	130.8	133.8
Corn-on-cob	152.3	183.4	37.8	39.7	56.9
Mixed vegetables	² 158.1	² 147.2	27.6	34.7	33.3
Onions	111.2	121.1	30.2	21.1	26.1
Peas	416.7	400.6	331.3	398.4	385.5
Peas and carrots	² 42.5	² 33.6	10.4	11.9	11.5
Pumpkin and squash	32.6	29.8	(³)	(³)	(³)
Rhubarb	7.1	6.0	(³)	(³)	(³)
Spinach	177.9	129.4	99.1	94.0	101.8
Succotash	² 9.2	² 7.7	(³)	(³)	(³)
Kale	5.0	5.1	(³)	(³)	(³)
Okra	43.0	28.0	43.0	35.3	31.3
Peas, blackeye	30.9	21.7	17.5	12.5	10.8
Turnip greens	11.1	15.5	(³)	(³)	(³)
Miscellaneous vegetables	163.5	130.8	194.0	191.8	194.4
Total ⁴	2,488.3	2,211.7	1,365.0	1,507.2	1,422.1
French Fried Potatoes	2,541.7	2,633.0	269.8	438.6	413.4
Other Frozen Potatoes	443.2	368.0	93.2	97.6	95.2
Total Frozen Potatoes	2,984.9	3,001.0	363.0	536.2	508.6
Grand total	5473.1	5,212.7	1,728.0	2,043.3	1,930.7

¹ Preliminary. ² Considered as repacks and not included in total. ³ Included in miscellaneous vegetables. ⁴ May not add due to rounding.

n.a.—not available. Pack data from American Frozen Food Institute. Stocks from Cold Storage Report, SRS, USDA, issued monthly.

Table 11—Vegetables, fresh: Average prices received by farmers, per hundredweight, United States, September 15, 1975 with comparisons

Commodity	1975		1976		
	August	September	July	August	September 1-15
	Dollars	Dollars	Dollars	Dollars	Dollars
Beans, snap	19.50	20.40	20.50	21.60	19.60
Broccoli	---	---	---	---	---
Cabbage	4.82	5.31	4.37	4.87	5.09
Cantaloups	7.90	8.16	11.10	9.56	10.10
Carrots	8.31	8.47	8.08	8.66	9.24
Cauliflower	---	---	---	---	---
Celery	6.52	7.79	7.95	6.30	7.41
Corn, sweet	6.34	8.46	9.37	7.44	7.77
Cucumbers	8.74	9.50	8.44	8.28	9.54
Lettuce	6.89	7.54	10.50	9.49	12.20
Onions	14.10	11.50	5.67	5.55	5.64
Peppers, green	14.00	13.40	15.80	13.80	10.10
Spinach	---	---	---	---	---
Tomatoes	14.50	14.00	17.50	18.30	14.50
Watermelons	3.30	3.22	3.27	3.21	3.10

Agricultural Prices, SRS, USDA, issued monthly.

Table 12—Fresh and Processed Vegetables: Retail price, marketing margin, and farm value per unit, sold in New York City, indicated months, 1975 and 1976

Commodity, month, and retail unit	Retail price	Marketing margin		Farm value ^{1 2}	
		Absolute	Percentage of retail value	Absolute	Percentage of retail value
	Cents	Cents	Percent	Cents	Percent
Fresh:					
Carrots (Pound)					
July 1976	28.6	19.1	67	9.5	33
June 1976	24.9	18.5	74	6.4	26
July 1975	28.6	16.8	59	11.8	41
Celery (Pound)					
July 1976	31.0	24.5	79	6.5	21
June 1976	29.2	21.6	74	7.6	26
July 1975	29.2	21.1	72	8.1	28
Lettuce (Head)					
July 1976	47.0	35.4	75	11.6	25
June 1976	46.3	37.3	81	9.0	19
July 1975	40.1	31.9	80	8.2	20
Onions, dry yellow (Pound)					
July 1976	25.0	20.4	82	4.6	18
June 1976	26.8	19.3	72	7.5	28
July 1975	36.0	22.2	62	13.8	38
Processed:³					
Beets, sliced, canned (303 can)					
June 1976	32.5	30.2	93	2.3	7
March 1976	32.6	30.3	93	2.3	7
June 1975	33.2	31.0	93	2.2	7
Potatoes, F.F., Frozen (9 oz. pkg.)					
July 1976	27.5	21.8	79	5.7	21
Apr. 1976	26.4	20.7	78	5.7	22
July 1975	24.8	19.8	80	5.0	20
Sauerkraut, canned (303 can)					
June 1976	32.4	30.0	93	2.4	7
March 1976	31.7	29.3	92	2.4	8
June 1975	30.9	28.5	92	2.4	8
Tomatoes, canned (303 can)					
July 1976	28.3	23.0	81	5.3	19
Apr. 1976	38.2	32.9	86	5.3	14
July	38.4	32.9	86	5.5	14

¹ For quantity of product equivalent to retail unit sold to consumers: Because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. Fresh: F.o.b. shipping point price, Processed: Equivalent packing housedoor returns.

² Production areas: Carrots-California, Celery-California,

Lettuce-California, Onions-Texas, Canned Beets-New York, Frozen F.F. Potatoes-Idaho, Maine, and Washington, Canned Sauerkraut-New York, Canned Tomatoes-Eastern States. ³ Priced quarterly. * Revised.

Table 13—Potatoes, Irish: Acreage, yield per acre, and production, annual 1973, 1974, and indicated 1975

Season group	Acreage			Yield per acre			Production		
	Harvested		For harvest 1976	1974	1975 ¹	Indicated 1976	1974	1975 ¹	Indicated 1976
	1974	1975 ¹							
	1,000 acres	1,000 acres	1,000 acres	cwt.	cwt.	cwt.	1,000 cwt.	1,000 cwt.	1,000 cwt.
Winter	13.7	14.3	14.4	214	202	207	2,933	2,887	2,984
Spring	103.4	84.5	99.4	242	237	245	25,032	19,994	24,330
Summer	133.3	115.7	120.4	191	181	189	25,421	20,898	22,787
Fall									
8 Eastern	238.5	209.7	204.1	253	230	251	60,274	48,394	51,318
8 Central	328.9	270.9	298.4	199	200	188	65,359	54,097	56,226
9 Western	573.0	566.7	640.0	285	306	300	163,041	173,564	192,298
Total	1,140.4	1,047.3	1,142.3	253	264	262	288,674	276,055	299,842
United States	1,390.8	1,261.8	1,376.1	246	253	254	342,060	319,834	349,943

¹ Revised.

Crop production, SRS, USDA, issued monthly.

Table 14—Potatoes: Prices f.o.b. shipping points, per hundredweight, U.S. No. 1 grade or better, indicated periods, 1975 and 1976

Shipping point and variety	1975			1976		
	August 16	September 13	October 11	August 14	September 11	October 16
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
New Jersey Round whites	5.25	6.70	6.68	4.53	3.75	4.25
Long Island, N.Y., Round whites	---	7.00	6.90	---	3.92	4.25
Michigan Round whites	4.90	5.52	6.02	4.08		3.52
Minnesota Reds	4.50	4.42	6.01	3.58	2.31	3.84
Colorado Reds	5.00	---	6.50	4.50	4.00	4.25
Washington Norgolds	6.35	6.10	6.28	4.88	4.25	4.13
Washington Russets	---	---	6.62	---	---	---

F.o.b. prices are simple averages of the range of daily prices, compiled from Market News Service reports. The market prices are representative prices for Tuesday of each week and are submitted by the Market News Service representative at each market.

Table 15—Potatoes: U.S. average price received by farmers, per hundredweight, indicated periods, 1975 and 1

	1975			1976		
	July	August	September	July	August	September
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
U.S. farm price	6.29	5.70	4.14	4.85	4.16	3.24
Parity price	5.39	5.34	5.39	5.68	5.62	5.61
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Price as percent of parity	117	107	77	85	74	58

Agricultural Prices, SRS, USDA, issued monthly.

Table 16—Sweetpotatoes: Acreage, yield per acre, and production annual 1974, 1975, and indicated 1976

	Acreage			Yield per acre			Production		
	Harvested		For harvest 1976	1974	1975	Indicated 1976	1974	1975	Indicated 1976
	1974	1975							
	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>cwt.</i>	<i>cwt.</i>	<i>cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>
Central Atlantic ¹	11.3	10.6	10.8	134	143	130	1,509	1,521	1,413
Lower Atlantic ²	39.5	40.8	44.0	124	133	126	4,903	5,445	5,550
Central ³	64.2	59.8	58.4	100	93	90	6,403	5,579	5,250
California	6.7	7.3	7.6	165	140	145	1,106	1,022	1,102
United States	121.7	118.5	120.8	114	114	110	13,921	13,567	13,315

¹ New Jersey, Maryland, and Virginia. ² North Carolina, South Carolina, and Georgia. ³ Tennessee, Alabama, Mississippi, Arkansas, Louisiana, and Texas.

Crop Production, SRS, USDA, issued monthly.

Table 17—Sweetpotatoes: Prices f.o.b. shipping points and wholesale price (wholesale lots) at New York and Chicago, indicated periods 1974 and 1975

Item	State	Unit	Week ended			
			1975		1976	
			Sept. 13	Oct. 11	Sept. 14	Oct. 9
			<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
F.o.b. shipping points						
Porto Rico type, uncured	Eastern North Carolina points	U.S. no. 1 50 lb. crt.	6.21	5.75	---	---
Porto Rico type, uncured	Southern Louisiana points	U.S. no. 1 50 lb. crt.	7.00	6.55	5.70	5.38
Porto Rico type, Garnet	Stockton, California	40 lb. ctn.	9.00	7.80	8.50	7.10
			Tuesday			
			1975		1976	
			Sept. 16	Oct. 7	Sept. 14	Oct. 5
			<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Terminal markets						
New York						
Porto Rico, uncured	North Carolina	50 lb. ctn.	7.25	7.25	6.75	6.50
Chicago						
Porto Rico, uncured	Louisiana	50 lb. ctn.	8.50	7.75	7.50	7.25

F.o.b. prices are simple averages of the range of daily prices, compiled from Market News Service reports. The market prices are representative prices for Tuesday of each week and are submitted by the Market News Service representative at each market.

Table 18—U.S. average price per hundredweight received by farmers for sweetpotatoes, dry edible beans, and dry field peas, indicated periods, 1975 and 1976

Commodity	1975			1976		
	July	August	September	July	August	September
	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Dollars</i>
Field crops:						
Sweetpotatoes	12.00	10.10	6.48	9.12	7.74	6.56
Beans, dry edible	19.60	21.20	26.20	16.60	15.70	15.20
Peas, dry field	8.00	7.60	7.55	10.40	11.30	12.30

Agricultural Price, SRS, USDA, issued monthly.

Table 19—Dry edible beans: Supply and disposition¹

Marketing season beginning September 1	Supplies				Utilization			
	Beginning stocks Sept.	Production	Imports ²	Total	Domestic disappear- ance	Exports ³	Total Disappear- ance	Ending stocks Aug. 31
	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>	<i>Million cwt.</i>
Average								
1950-54	5.3	15.8	.2	21.3	14.8	2.7	17.5	3.8
1955-59	1.6	17.5	.1	19.2	14.9	3.1	18.0	1.2
1960-64	1.6	18.5	.1	20.2	15.7	2.7	18.6	1.6
1965	1.2	16.5	.1	17.8	14.2	2.4	16.6	1.2
1966	1.2	20.0	.1	21.3	15.3	3.8	19.1	2.2
1967	2.2	15.2	.1	17.5	14.4	2.0	16.4	1.1
1968	1.1	17.4	.1	18.6	14.4	2.7	17.1	1.5
1969	1.5	18.9	.1	20.5	14.5	4.3	18.8	1.7
1970	1.7	17.4	.1	19.2	14.2	3.3	17.5	1.7
1971	1.7	15.9	.1	17.7	13.8	2.8	16.6	1.1
1972	1.1	18.1	.2	19.4	14.0	3.9	17.9	1.5
1973	1.5	16.4	.7	18.6	14.0	3.3	17.3	1.3
1974	1.3	20.3	.1	21.7	14.5	5.1	19.6	2.1
1975	2.1	17.2	.1	19.4	14.4	2.5	16.9	2.5
1976 ⁴	2.5	18.2	.1	20.8				

¹ Source: SRS, Bureau of the Census and policy and Program Appraisal Division, ASCS. ² Imports include Garbanzos and all beans for seed purposes but exclude Mung Beans. ³ Exports

include Garbanzos, baked beans, all beans for seed purposes and donations to welfare agencies for foreign relief. ⁴ Preliminary.

Table 20—Beans, dry edible: Acreage, yield per acre, and production, annual 1974, 1975, and indicated 1976¹

Group, State and classes	Acreage			Yield per acre			Production ¹		
	Harvested		For harvest 1976	1974	1975	Indicated 1976	1974	1975	Indicated 1976
	1974	1975							
	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>
Michigan	575	500	515	1,200	900	950	6,902	4,500	4,893
New York	42	47	41	1,230	1,130	1,000	517	531	402
Northwest ³	483	501	507	1,467	1,469	1,512	7,087	7,359	7,665
Southwest ⁴	204	233	213	836	866	878	1,706	2,019	1,871
California:									
Large lima	33	24	35	2,030	1,700	1,900	670	408	686
Baby lima	28	20	21	2,050	2,800	2,100	574	416	456
Other	166	110	126	1,655	1,620	1,670	2,747	1,782	2,041
Total california	227	154	182	1,758	1,692	1,695	3,991	2,606	3,183
Other States	11	12	8	1,310	1,496	1,513	140	181	121
United States	1,542	1,447	1,466	1,320	1,188	1,193	20,343	17,196	18,135

¹ Includes beans grown for seed. ² Cleaned basis. ³ Nebraska, Montana, Idaho, Wyoming, Washington, Minnesota, and North Dakota. ⁴ Kansas, Colorado, and Utah.

Crop Production, SRS, USDA, issued monthly.

Table 21—Peas, dry field: Acreage, yield per acre, and production, annual 1974, 1975, and indicated 1976¹

State	Acreage			Yield per acre			Production		
	Harvested		For harvest 1976	1974	1975	Indicated 1976	1974	1975	Indicated 1976
	1974	1975							
	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>1,000 acres</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>	<i>1,000 cwt.</i>
Minnesota ³	1.0	---	---	1,300	---	---	13	---	---
Idaho	89.0	69.0	45.0	1,500	1,390	1,700	1,335	959	765
Washington	117.0	117.0	77.0	1,530	1,485	1,650	1,790	1,737	1,271
Oregon	6.0	2.5	---	1,500	1,400	---	90	35	---
United States	213.0 ²	188.5	122.0	1,515	1,449	1,669	3,228	2,731	2,036

¹ In principal commercial producing States. Includes peas grown for seed and cannery peas harvested dry. ² Cleaned basis. ³ Estimates discontinued beginning 1975.

Crop Production, SRS, USDA, issued monthly.

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PRICES, MARGINS, AND FARM VALUE OF CANNED AND FROZEN GREEN BEANS

by
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ABSTRACT: Green beans make up about 15 percent of the U.S. canned and frozen vegetable pack (not including potato products). This article discusses prices, marketing margins and farm value for canned and frozen green beans sold in Seattle and Washington, D.C. in 1965/66-1975/76.

KEYWORDS: Prices, margins, farm value, green beans, canned, and frozen.

The growth of processed vegetable consumption at the expense of fresh consumption began in the 1940's and continued into the 1960's and the first half of the 1970's. Per capita consumption of all vegetables (both fresh and processed) increased about 22 pounds between 1960-62 and 1973/75. In 1960-62, 48 percent of all vegetables consumed were processed; by 1973-75, processed consumption had climbed to 55 percent. During this period, per capita consumption of frozen vegetables increased 38 percent, canned consumption went up 24 percent, and fresh consumption declined 3 percent.

Although not the No. 1 processing vegetable, green beans are important in both canning and freezing. Green beans comprise about 10 percent of the frozen vegetable pack and 16-18 percent of the canned pack.

This article discusses prices, marketing margins, and farm value for canned and frozen green beans. Data used are from a continuing study of costs and margins for fruits and vegetables conducted by the Economic Research Service (ERS).

Canned and frozen green beans were priced at three levels—farm or delivered in (delivered to the processing plant), processor (f.o.b. processing plant), and retail. The quarterly retail prices used were collected by the Bureau of Labor Statistics (BLS) in a sample of retail stores on the first consecutive Tuesday, Wednesday, and Thursday of every third month. The processor price for canned green beans was obtained from The Canning

Trade, Inc.'s *Food Production/Management* magazine. For frozen green beans, the processor price was obtained from the American Institute of Food Distribution's *Report on Food Markets* for the first week of the month in which retail prices were collected. Farm value is a computed return for the quantity of vegetables required to process a case of 24 cans of canned green beans or 24 packages of frozen green beans—based on a seasonal average-per-ton-price paid by processors. Average prices paid by processors are reported by the Statistical Reporting Service (SRS). The retail value is simply the retail price (no allowance is made for losses during marketing). Simple averages are made of quarterly retail prices, processor prices, and farm values to obtain seasonal average prices.

The wholesale and retail margin is the difference between the retail value and the processor price. This margin includes payment for transportation from the processor to the consuming city, wholesaling or brokerage, intra-city transportation, and retailing. The processor margin is the difference between the processor price and the farm value. It is the amount paid for processing, warehousing, and selling the product.

Canned Green Beans

Per capita consumption of canned snap beans increased about 30 percent from the early 1960's to the mid-1970's. Consumption averaged 3 pounds

(fresh weight) per person in 1960-62 and about 4 pounds in 1973-75.

Snap beans are processed in many areas throughout the U.S. The Midwest accounts for about one-third of the annual canned pack followed closely by the West with about 30 percent. The remaining pack is fairly evenly divided among the South, Northeast, and Mid-Atlantic.

The canned snap bean pack fluctuated sharply from season to season, but trended upward between 1965 and 1975. The U.S. pack of 55.4 million cases (24 No. 303 can) in 1975 was 11 percent less than the record large 1974 pack, but was still about one-fifth more than in 1965 (table 1). The season supply (carryover plus pack) reached a high of 70.7 million cases in 1975/76 due to the big pack and a record large carryover of 15.3 million cases.

Frozen Green Beans

Per capita consumption of frozen snap beans was about one-third higher in the mid-1970's than in the early 1960's. Consumption averaged .92 pounds (fresh weight) per person in 1960-62 and 1.22 pounds in 1973-75.

About one-half of the U.S. frozen snap beans are processed in the West. The Northwest accounts for about 36 percent and California 14 percent of this pack. About 42-43 percent of the U.S. pack are from the East and South. The Midwest accounts for the remaining U.S. pack.

Findings

Changes in prices, margins, and farm value were similar for both canned and frozen green

beans in 1965/66-1975/76 (tables 2-3 and figures 1-2). A trend analysis indicates that for the 11 seasons, the retail value of canned green beans in Seattle and Washington, D.C. increased an average of 25 cents per case of 24 No. 303 cans per season. During this period, the wholesale and retail margin increased cents per case per season; the processor margin rose 18 cents; and the farm value went up 4 cents.

The retail value of frozen green beans in Seattle and Washington, D.C. increased an average of 26 cents per case of 24 9-ounce packages per season since 1965/66. During this period, the wholesale and retail margin increased an average of 9 cents per case per season; the processor margin went up 13 cents; and farm value rose 4 cents.

The market shares or percentage of the retail value received by growers and other market factors did not change significantly in the period for either item. For the 11 seasons, the wholesale and retail margin for canned green beans averaged 44 percent of the retail value; the processor margin 42 percent; and farm value 14 percent. The wholesale and retail margin for frozen green beans averaged 40 percent of the retail value; the processor margin 46 percent; and farm value 14 percent.

Retail price, farm value, and the processor margin increased sharply for both canned and frozen green beans in 1974/75, after only moderate changes with a slow upward trend in 1965/66-1973/74. Retail price and the processor margin declined in 1975/76; but farm value continued to increase that season.

Several factors contributed to changes in prices, margins, and farm value of processed green beans in 1974/75 and 1975/76. Processed vegetable prices

Table 1—Beans, snap, canned and frozen: July 1 carryover, commercial pack, and season's supply

Season	Canned			Frozen		
	July 1 carryover	Pack	Season's supply	July 1 carryover	Pack	Season's Supply
	Million cases 24/303's	Million cases 24/303's	Million cases 24/303's	Million pounds	Million pounds	Million pounds
1965/66	4.1	45.6	49.7	52.1	185.0	237.1
1966/67	7.2	40.5	47.7	40.6	224.9	265.5
1967/68	4.6	53.2	57.8	48.2	232.0	280.2
1968/69	11.4	51.8	63.2	78.7	214.4	293.1
1969/70	13.4	47.3	60.7	90.1	190.2	280.3
1970/71	10.7	47.6	58.3	62.5	205.4	267.9
1971/72	8.0	50.0	58.0	52.1	218.7	270.8
1972/73	5.9	47.6	53.5	49.2	249.6	298.8
1973/74	2.7	55.0	57.7	62.3	277.3	339.6
1974/75	5.2	62.3	67.5	74.7	247.2	321.9
1975/76	15.3	55.4	70.7	106.1	215.0	321.1
1976/77	13.6	(¹)	(¹)	68.9	(¹)	(¹)

¹ 1976 pack not complete.

Source: Canned—National Canner Association Reports; Frozen—Pack from American Frozen Food Institute Reports, Carryover from SRS Cold Storage Reports.

Table 2—Beans, green, canned: Season average prices, margins, and farm value, average Seattle and Washington, D.C.¹

Season	Retail price per no. 303 can ²	Retail value per case ²	Wholesale and retail margin ³		Processor margin ⁴		Farm value ⁵	
			Per case	Percentage of retail value	Per case	Percentage of retail value	Per case	Percentage of retail value
	<i>Cents</i>	<i>Dollars</i>	<i>Dollars</i>	<i>Percent</i>	<i>Dollars</i>	<i>Percent</i>	<i>Dollars</i>	<i>Percent</i>
1965/66	24.7	5.93	2.47	42	2.64	44	.82	14
1966/67	24.2	5.81	2.72	47	2.27	39	.82	14
1967/68	25.5	6.12	3.16	51	2.12	35	.84	14
1968/69	26.4	6.34	3.60	57	1.90	30	.84	13
1969/70	26.0	6.24	3.11	50	2.30	37	.83	13
1970/71	24.8	5.96	2.55	43	2.61	44	.80	13
1971/72	24.9	5.98	2.28	38	2.92	49	.78	13
1972/73	27.4	6.56	2.70	41	3.02	46	.84	13
1973/74	29.6	7.10	2.83	40	3.41	48	.86	12
1974/75	37.2	8.93	3.27	37	4.38	49	1.28	14
1975/76	35.0	8.40	3.56	42	3.50	42	1.34	16

¹ Marketing Season: July-June. ² Fancy grade, cut style.
³ Includes transportation from processing plants to Seattle and Washington, D.C. ⁴ Average for eastern and western processors.
⁵ Average returns for 16.0 pounds (farm weight) of green beans

for processing received by growers in the East (Delaware, Maryland, New York, North Carolina, Pennsylvania, and Virginia) and the West (California, Colorado, Oregon, and Washington).

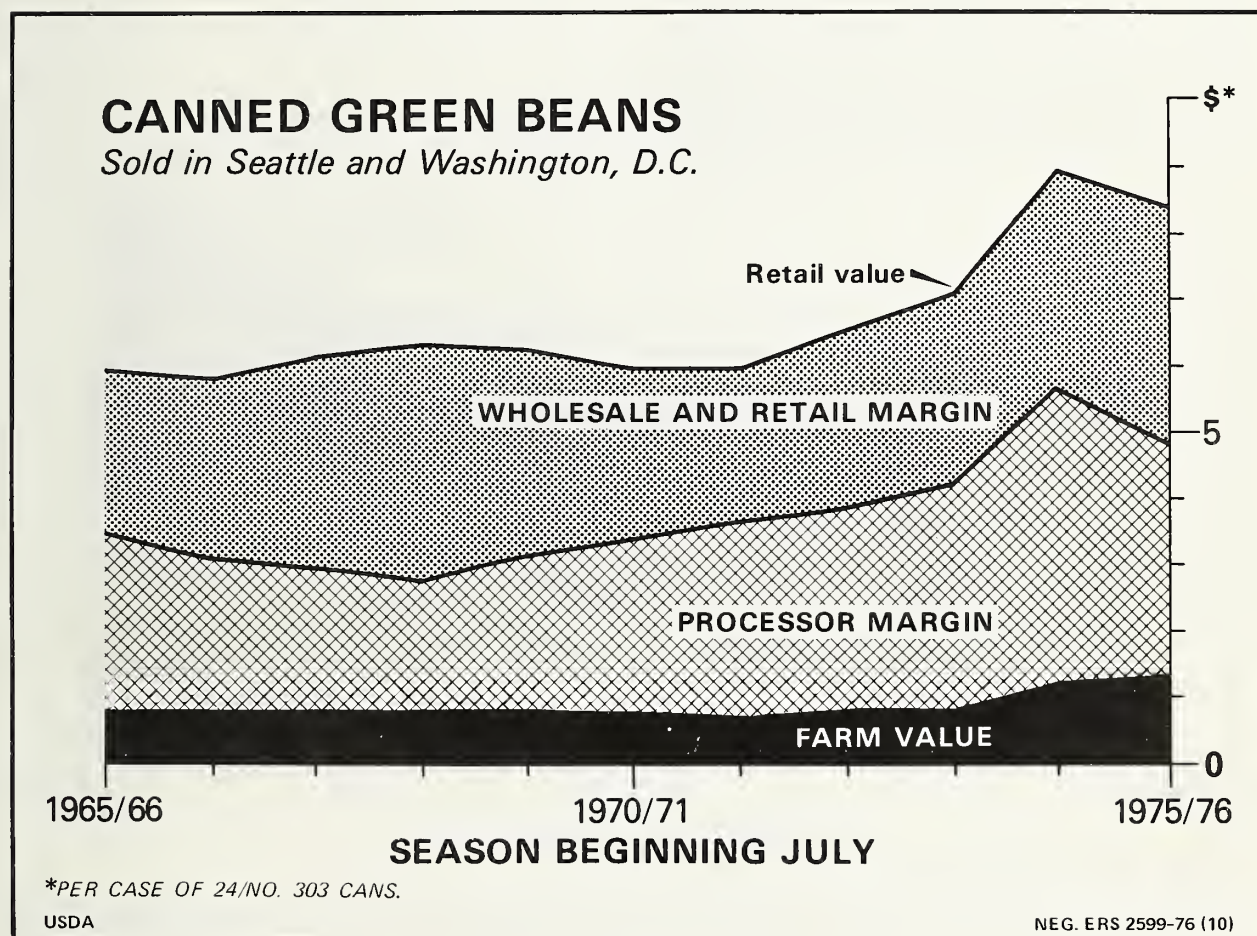


Figure 1

Table 3—Beans, green, frozen: Season average prices, margins, and farm value, average Seattle and Washington, D.C.¹

Season	Retail price per 9-oz. pkg. ²	Retail value per case ²	Wholesale and retail margin ³		Processor margin ⁴		Farm value ⁵	
			Per case	Percentage of retail value	Per case	Percentage of retail value	Per case	Percentage of retail value
	Cents	Dollars	Dollars	Percent	Dollars	Percent	Dollars	Percent
1965/66	22.5	5.40	2.18	40	2.40	45	.82	15
1966/67	23.7	5.68	2.23	39	2.61	46	.84	15
1967/68	24.4	5.86	2.41	41	2.58	44	.87	15
1968/69	24.6	5.90	2.47	42	2.60	44	.83	14
1969/70	24.8	5.95	2.42	41	2.71	45	.82	14
1970/71	25.2	6.05	2.40	40	2.83	47	.82	13
1971/72	26.1	6.26	2.42	39	3.04	48	.80	13
1972/73	27.2	6.53	2.58	40	3.10	47	.85	13
1973/74	28.4	6.82	2.79	41	3.17	46	.86	13
1974/75	34.6	8.30	3.05	37	4.01	48	1.24	15
1975/76	34.1	8.18	3.24	40	3.61	44	1.33	16

¹ Marketing season: July-June. ² Fancy grade, cut or french style. ³ Includes transporations from processing plants to Seattle and Washington, D.C. ⁴ Average for eastern and western processors. ⁵ Average returns for 15.93 pounds (farm weight) of

green beans for processing received by growers in the East (Delaware, Maryland, New York, North Carolina, Pennsylvania, and Virginia) and the West (California, Colorado, Oregon, and Washington). Returns prior to 1967/68 partially estimated.

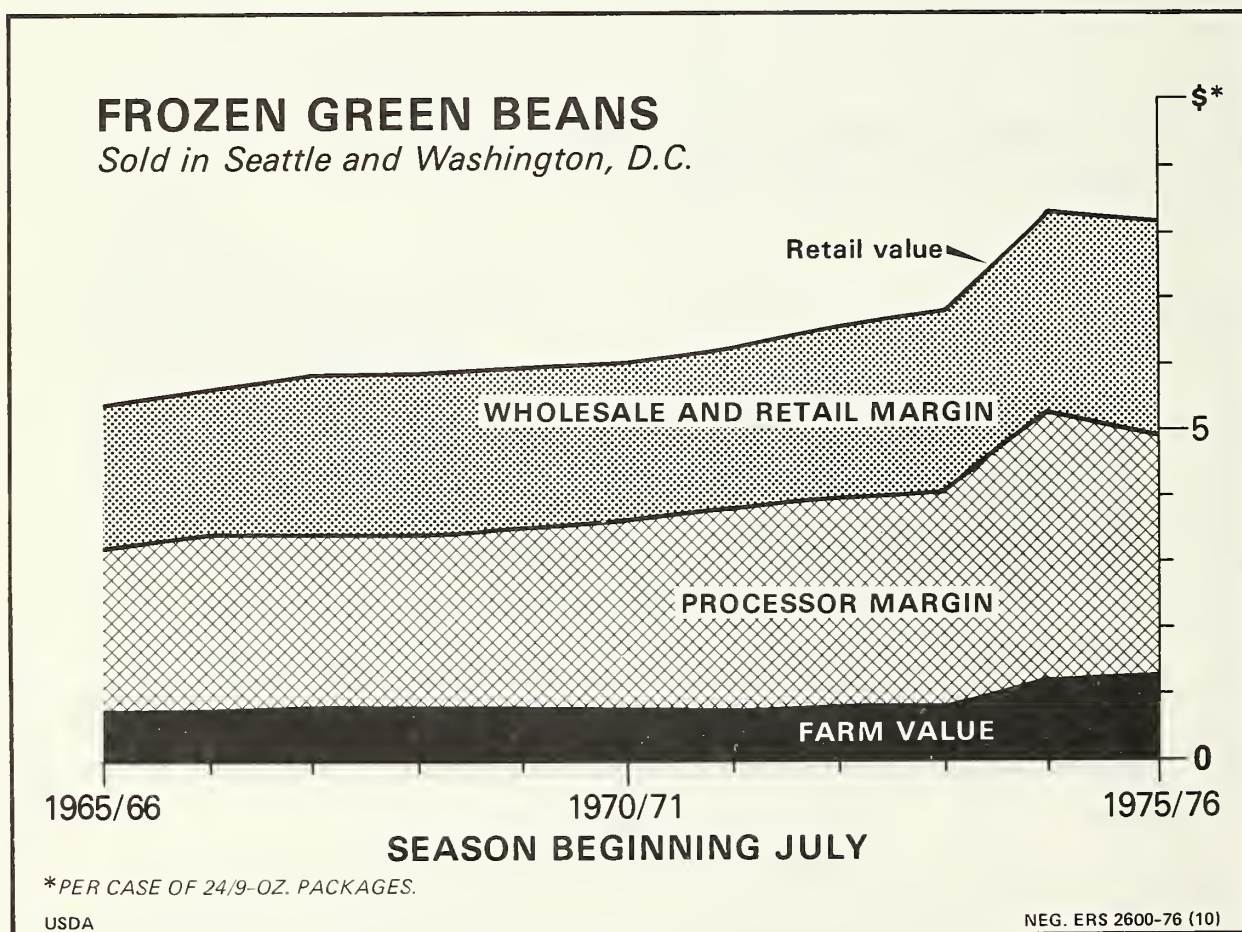


Figure 2

increased less than fresh vegetable prices in most of 1973. Continued relatively high meat prices and the need to stretch family food budgets favored heavy use of processed vegetables. The relative attractive prices helped stimulate rapid movement of processed vegetables in late 1973 and 1974 and resulted in an extremely low carryover for most processed vegetables in 1974.

The low 1974 carryover resulted in an increased processor demand for processing vegetable supplies. To obtain larger supplies, sharply higher contract prices were paid to growers, reflecting higher fuel, seed, fertilizer, and other production costs.

In addition to higher raw product cost, the 1974 pack was subjected to an accumulation of marketly higher processing costs—especially higher labor, tinsplate, paper, energy, sugar, and transportation charges.

The lifting of price controls in early 1974 did not exert much influence on the processor price level of 1973 pack vegetables. However, the increase in raw product cost, plus higher processing cost in 1974, resulted in higher processor prices in most of 1974/75. Added wholesale and retail margins resulted in sharply higher retail prices for all processed vegetables that season.

Higher retail prices in 1974/75 dulled the competitive edge processed vegetables had the previous season. Also, increased popularity of home gardens and more home processing of vegetables in 1975

contributed to a downward shift in consumer demand for commercially processed vegetables in 1975/76. Anticipating continued good movement, processors held heavy supplies of most items in the fall 1975. The higher 1975/76 opening processor prices, resulting from higher processing costs and higher raw product costs were met by a slowdown in movement of most processed vegetables. Processors were thus forced to reduce list prices several times on most items to stimulate heavier movement. Reduced processor prices resulted in lower retail prices in 1975/76 than a year earlier for many processed vegetables. This was true for both canned and frozen green beans.

An extremely large carryover of canned green beans and a moderately large carryover of frozen green beans, offset by an expected reduction in raw product supplies, should result in more manageable supplies of both canned and frozen green beans in 1976/77. Further increases in processing, wholesaling, and retailing costs will continue to exert pressure toward higher retail prices this season. Opening processor selling prices in the current season were slightly higher than in the closing months of last season, but were still below the high levels reached early in 1975/76. Processor selling prices advanced again in recent weeks. Advancing processor selling prices in 1976/77 should result in slightly higher retail prices this season than in the closing months of 1975/76.

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